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Winnipeg Permanent Exposition

Entrance Corner Main and Water Streets

MANUFACTURED PRODUCTS
NATURAL RESOURCES
MUSEUM ▭ AUDITORIUM

General Offices, Winnipeg Industrial Bureau

THIS BOOKLET

Prepared and Distributed by the

Winnipeg Industrial Bureau

A body of business men, having no private enterprise to promote, but who contribute their time, without remuneration, to collect, record and disseminate valuable statistics and information concerning opportunities open in Winnipeg and Western Canada, and whose directors comprise representatives of the following business and professional bodies:—

THE CITY COUNCIL
THE BOARD OF TRADE
THE BANKERS' ASSOCIATION
THE REAL ESTATE EXCHANGE
THE GRAIN EXCHANGE
THE BUILDERS' EXCHANGE
THE MANUFACTURERS' ASSOCIATION
THE TRADES AND LABOR COUNCIL
THE COMMERCIAL TRAVELLERS' ASSOCIATION
THE ARCHITECTS' ASSOCIATION
THE WINNIPEG INDUSTRIAL EXHIBITION ASSOCIATION
THE WHOLESALE IMPLEMENT ASSOCIATION
THE PRINTERS' BOARD OF TRADE
THE WINNIPEG ADVERTISING MEN'S CLUB
THE PUBLIC PARKS BOARD
THE WINNIPEG CLINICAL SOCIETY
THE RETAIL MERCHANTS' ASSOCIATION
THE CHARTERED ACCOUNTANTS' ASSOCIATION
THE FACULTY MANITOBA UNIVERSITY
THE WINNIPEG SCHOOL BOARD
THE BUSINESS SCIENCE CLUB
THE TOWN PLANNING COMMISSION
THE WINNIPEG GARDEN CLUB

Those desiring specific information with regard to business openings or reports upon the manufacturing possibilities in any line of industry are invited to call or communicate with

CHAS. F. ROLAND, Commissioner,
Winnipeg Industrial Bureau,
Cor. Main and Water Sts.

WINNIPEG'S PERMANENT EXPOSITION BUILDING

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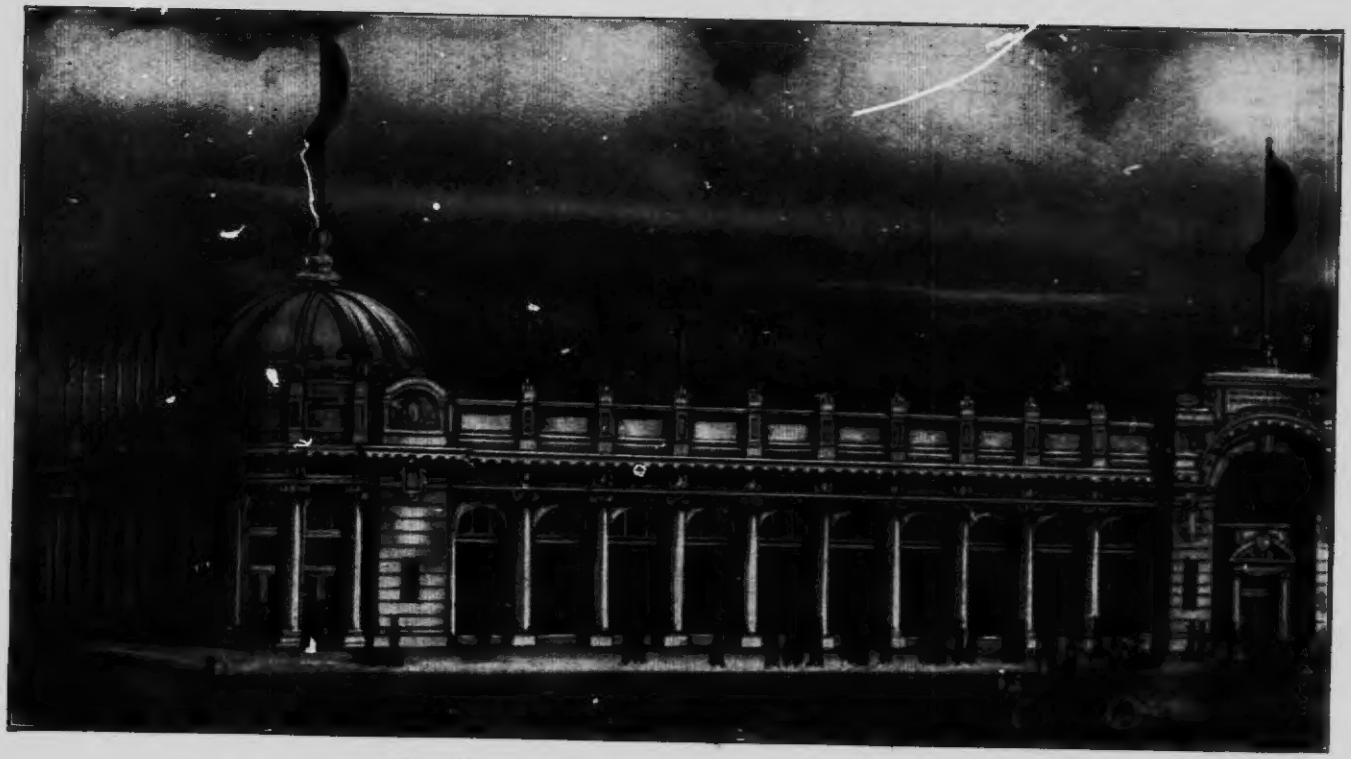

New Home of Winnipeg Industrial Bureau

At the corner of Water and Main streets, where over 100 firms and other concerns have leased space for permanent exhibition purposes. The handsome structure was put up by the public-spirited men of Winnipeg, as a means of advertising the city and providing central quarters for the carrying out of co-operative plans of city improvement. The large convention and banquet hall, capable of seating some 500 people, is now in constant use for lectures and meetings, and is becoming an important centre in all lines of civic activity.

WINNIPEG'S
FREE EXPOSITION

MANUFACTURED PRODUCTS
NATURAL RESOURCES
MUSEUM, ETC.

Main and Water Streets - - Winnipeg

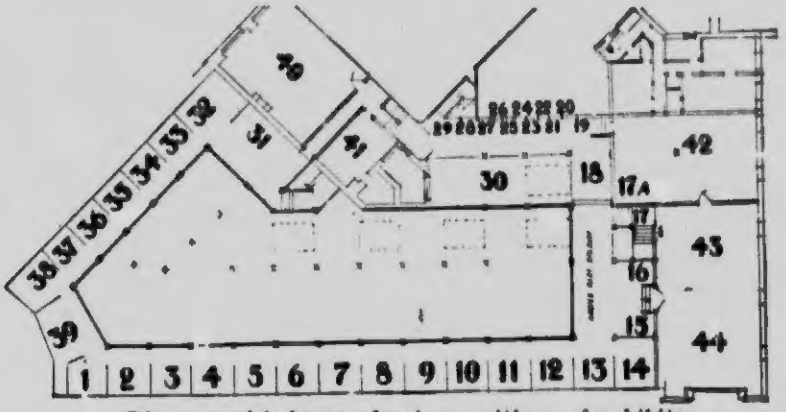

Diagram of balcony, showing positions of exhibits.

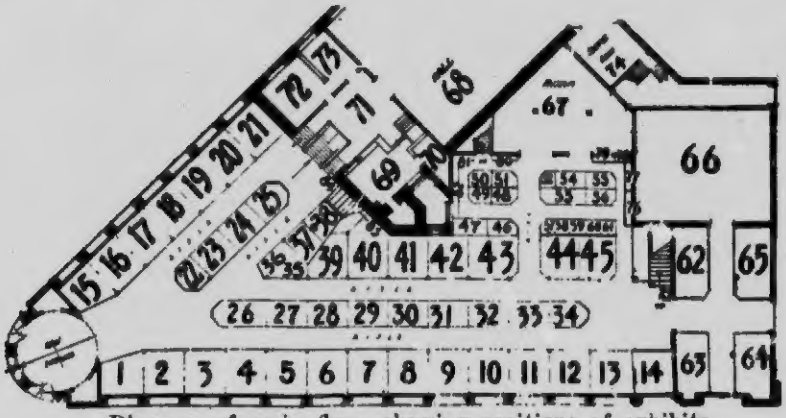

Diagram of main floor, showing positions of exhibits.

"IT IS A CIVIC DUTY TO KNOW AND TO MAKE KNOWN, AND, WHERE POSSIBLE, TO ENCOURAGE AND PATRONIZE HOME INDUSTRIES."

Open Daily 9 a.m. to 10 p.m. Absolutely FREE TO ALL

Alphabetical List of Exhibits

WITH DIAGRAMS SHOWN ON OPPOSITE PAGE, GIVING LOCATION IN THE

Permanent Exposition Building

D. ACKLAND & SON
(No. 8, Main Floor)

The display of D. Ackland & Son, Limited, Higgins avenue, is one of more than ordinary interest, showing the different "vehicle" parts in raw and partly manufactured state.

Here, samples of nearly all the different wood parts of a vehicle are shown, including automobile spokes, rims, etc., wagon spokes, rims, hubs, tongues, reaches, sand boards, bolsters, etc., buggy wheels, rims, spokes, hubs; also an assortment of bent shafts, cross-bars, whiffitrees and neckyokes, all in the white wood as supplied to the vehicle builders. This firm has a large up-to-date factory equipped with the latest modern machinery, and besides manufacturing the above-mentioned goods they also build commercial wagon bodies and auto truck bodies in the white. A visit to their factory on Higgins avenue will be of great interest to the trade or anyone using these goods.

THE ALASKA BEDDING COMPANY, LIMITED
(No. 8, Main Floor)

One of the neatest and most interesting exhibits in the Industrial Building is that of the Alaska Bedding Company, Limited. Everything exhibited is "made in Winnipeg" in one of the best-equipped and up-to-date factories of the Great West. They cater to the greatest want of the people—"comfort"; and while they say "they do not guarantee sleep," they "encourage it."

The metal bedstead exhibited, No. 545, is one of thirty-five of the newest and most dainty designs on the market, and the "Waldorf Upholstered Box Spring" shown upon it is noted for its resiliency and strength, and is a "sure comfort-getter."

Their "Baby Stuart Accident-proof Child's Crib" is something that will appeal to all mothers, as there is absolutely no danger of baby falling out.

The famous "Ostermoor Patent Elastic Felt Mattress" is here, and while it may surprise many, it is "made in Winnipeg." Sleep on one and get the "Ostermoor smile."

This progressive firm make only "Guaranteed Sanitary Mattresses." All the felt used in their mattresses, such as the "Star" exhibited, is carded in their own factory by special patented machinery. They go even further by attaching their specific guarantee—"Guaranteed Alaska Bedding"—to every article they turn out of their factory, assuring the purchaser of satisfaction.

THE ALSIP SANDSTONE BRICK COMPANY, LIMITED
(No. 15, Main Floor)

The Alsip Sandstone Brick Company, Limited, have an exhibit in the Industrial Exposition on the left hand side of main entrance.

They have acquired the rights to use the Kosnick system in the production of brick. This system is being used to great advantage in Germany, Eastern Canada and the United States. The machinery used is the very latest and best on the continent of America and has a capacity of 88,000 bricks daily. Six points in favor of sandstone which are worthy of mention are claimed by the company:—Looks—Being uniform in size you do away with the ugly uneven mortar point and get in its place a nice even joint which is always pleasing to the eye. Fire—Excellent are the results of fire tests. Brick which have been heated to a white heat and plunged into cold water have come out of this severe test as good as they went in. What other brick will stand this test? Strength—They have had repeated tests as to the strength of their brick, with the result that they will stand an average pressure of 73,000 lbs. Absorption—After repeated tests they find that their sandstone brick does not absorb as much water as the common clay brick. Cost of laying—You will find as others have found who have used this brick that the cost of laying is considerably cheaper than laying common clay brick. As you know, mortar is more expensive than brick; therefore, you will not use as much mortar in laying their brick as you would common clay brick, because of its uniform size. Cost of handling—They deliver brick on your job and not bats. Think what this means to you when your bricklayer picks up a brick at a time and has not to pick up two bats to make one brick.

J. L. ANDERSON, PUBLISHER
(No. 80, Museum Section)

J. L. Anderson, publisher, 11 Bank of Hamilton chambers, in his display shows the new map of Greater Winnipeg. This is compiled from the official records and special surveys, and is most complete in every detail. In fact, for accuracy of detail it surpasses anything ever produced in the city. J. L. Anderson also displays copies of the Book of Winnipeg, which besides very interesting articles by Mayor R. D. Waugh, Messrs. N. T. MacMillan, G. A. Glines, Charles F. Roland and others, is full of valuable statistics and facts about the city; for instance, a complete list of land title office fees, which accompany a most instructive article of the Torrens title system by C. C. Chataway, M.L.S.

This exhibit also contains many samples of pamphlets and folders, advertising various subdivisions. The text of any special editions, pamphlets or folders shown, with the exception of the Book of Winnipeg, has been written by J. L. Anderson personally.

ASHWIC PAINTING AND DECORATING COMPANY
(Nos. 7-8, Balcony)

The Ashwic Painting and Decorating Company are located upstairs in spaces 7 and 8, and have a complete display of samples of wallpaper, colorings and decorative materials. The work done by this company is most satisfactory, combining as it does high artistic merit, low cost and durability.

Original color schemes and estimates of cost are given upon request, and no pains are spared to give patrons the best values and artistic skill that can be procured.

AUDITORIUM AND LECTURE HALL

Beyond the general offices of the Industrial Bureau will be found the auditorium, banquet and lecture hall of the bureau. This fine hall, which can accommo-

date some 500 people, provides a central and commodious meeting place for the many gatherings that go to make up the business, social, industrial, educational, philanthropic, sports and publicity activities of the Winnipeg people. Winnipeg has been notably deficient in proper meeting places, that were at once convenient and commodious without being costly. Winnipeg still wants a big convention hall to seat upwards of 5000 people, but the Industrial Bureau Auditorium is full large enough to furnish a good meeting place for dozens of smaller gatherings that take place in the every-day and every-night life of the people of this city, as well as those who come here from outside points seeking a central place in which to meet. Nearly sixty gatherings and meetings of all kinds were held in the bureau headquarters during the month of March, the first month in the new building, and applications for dates are received daily. The auditorium, therefore, it will be seen, fills a long-felt want in Winnipeg. Arrangements are now being completed for the delivery of technical and other lectures and attractions of a popular character, to be held in this hall.

BATTLEFORD, SASKATCHEWAN
(No. 9, Balcony)

Battleford, at the junction of the Battle and Saskatchewan Rivers on the C.N.R., is in the centre of a fine farming country. The city has several fine hotels, churches and educational institutions. Clay for brick-making is found in the neighborhood. There is a long water frontage. The local population is about 1,500, and the surrounding districts are both populous and prosperous. The city has special opportunities for enterprise in the following lines: meat curing plant, bottling plant, steam laundry, creamery, biscuit and candy factory and wholesale fruit and grocery houses.

The Board of Trade have an exhibit in the exposition building on the balcony.

HENRY BIRKS & SONS, LIMITED
(Entrance Bureau Offices)

At the staircase entrance to the Bureau general offices, attention is at once drawn to the illuminated exhibit of this well-known house. This includes steel die work and copper plate engraving, with specimens of fine visiting cards, wedding invitations and announcements and stationery, all work done on their premises.

A hand-painted picture of their store, in the form of an illuminated sign, is believed to be the first of its kind to be presented in Winnipeg.

The company have a man on the premises to answer enquiries.

BLACKWOODS, LIMITED
(Nos. 26-27, Main Floor)

No exhibition of Winnipeg manufactures would be complete without the exhibit of this well-known firm, who have one of the pioneer factories of the city. For thirty years the name "Blackwoods" has stood for excellence in table waters, and their "Club" soda and ginger ale are known from the Atlantic to the Pacific. Conspicuously situated on the main floor, near the main entrance of the exposition, will be found an artistic pyramid showing most of the goods they manufacture, including pickled pure-food products, aerated waters, baking powder, flavoring extracts, etc. One of the leading lines of Blackwoods is distilled water. All waters, science declares, are more or less charged with lime, and therefore injurious to health. The process to which the water, sold by the firm, is submitted insures a maximum of purity and safety. A handsome water-cooler is furnished free to homes and offices using this water.

BLUE RIBBON PURE FOOD PRODUCTS
(No. 25, Main Floor)

The Blue Ribbon products you see in the exposition are exactly the same as the Blue Ribbon products you see in any store or any kitchen in Western Canada. There is only one standard in the manufacture of Blue Ribbon goods. It is the highest that can be fixed and it is lived up to rigidly. By living up to this Blue Ribbon standard it is possible to give the Blue Ribbon guarantee which is now famous throughout the West, a guarantee which states that if any Blue Ribbon product does not fully satisfy the user it can be returned at once and the grocer is authorized to refund the purchase price. That guarantee has inspired the confidence of many thousands of users, who found that Blue Ribbon really stood for and always stands for purity, wholesomeness and full satisfaction. To these users of Blue Ribbon goods it is like meeting old friends to see the Blue Ribbon exhibit at Industrial Hall, but they know that where Blue Ribbon goods exhibit their qualities best is in actual use in the home. There Blue Ribbon displays the qualities of dependability and worth that have made the name famous. All the Blue Ribbon products are made in Winnipeg and guaranteed everywhere.

THE BOYCE CARRIAGE COMPANY, LIMITED
(No. 34, Main Floor)

The hose wagon shown by this firm represents but one of the many lines built by them. Their line is a very extensive one, ranging from two-wheeled push-carts to furniture-moving vans. They are at present making a specialty of auto-truck bodies, and many of Winnipeg's neatest creations in this line are the product of their shop. The agency for the Kissel Kar truck has recently been acquired by them. The trucks are brought in without bodies and bodies built of any desired style. They have recently added 9,000 square feet of floor space, which gives them the distinction of being the largest shop in the Dominion building commercial wagons exclusively.

W. J. BOYD CANDY COMPANY
(No. 6, Main Floor)

It's no use talking, you simply can't get away from the attractive and snappy exhibit of the W. J. Boyd Candy Company. It's simply immense. Boyd's, who are well known to the trade as manufacturers of high-grade chocolates and confectionery, have under wise and progressive management grown steadily in popular favor with the consuming public. Based upon their success which has been attained in Winnipeg and elsewhere, Boyd's chocolates will eventually be known and appreciated and used in every nook and cranny of the land. For excellence of quality and reliability, Boyd's chocolates are unequalled. Boyd's effective manufacturing and sales organization is composed and guided by the type of men whose ability, courage and perseverance fits them to succeed in any legitimate business to which they devote their energies.

JAMES B. BROWN
(No. 46, Main Floor)

This printing and publishing house has an exhibit of specialties prepared by them and manufactured in the city. They manufacture loose leaf sheets and binders of every kind, special ruled and printed books, law forms, legal pockets, stationery sundries, printing, bookbinding, paper ruling, map mounting, and gold stamp on leather, done on the premises. Binders made for any size sheet, sheets made for any size binder.

R. L. BRUN, PHOTOGRAPHER
(No. 77, Museum Section)

A commercial photographer is a very useful member of the community, and R. L. Brun, of 249 Notre Dame avenue, is a good commercial photographer. This can be seen by a visit to his exhibit of photographs on the south wall of the main floor of the exhibition. The prints have all the clear outlines required for production in the form of cuts and half-tones for newspaper or other advertising. The photos are also interesting, being mostly of a local character. Exhibitors can have photographs of their booths done by this photographer, insuring a good print for reproduction.

BRYANT'S STUDIO
(No. 15, Wall, Balcony)

Everyone in Winnipeg knows Bryant's photographic studio at 296½ Main street, and most people have had their "pictures" taken there at some time. Mr. Bryant makes a specialty of portraiture and, being proud of his work, is exhibiting it in the exposition. The photos shown are those of local people, including some prominent citizens. The sepia work of this studio is very fine, and all their work shows the touch of the artist. The exhibits will be changed from time to time.

BULMAN BROTHERS, LIMITED
(No. 22, Main Floor)

Bulman Bros. Limited, lithographers and printers, have a very interesting and attractive display, exhibiting the different processes of lithographing, copper-plate engraving, embossing and letterpress printing. A lithographed picture which is creating interest is the "Landing of the Selkirk Settlers," reproduced from an original painting in the Glasgow Art Gallery. This is shown as the work is in progress from the first color to the finished proof. There are also shown an engraving with a number of engravings on it, and a large printing stone to illustrate how the same design can be transferred to this printing stone from only one engraving many times, and whole sheets printed at a time. The letterpress and copper-plate departments are rightly awarded positions, the former with lots of new type (made in their own establishment), and beautifully gotten up booklets, the latter by engraved copper-plates, with the finished work attached. The whole exhibit goes to show the high-class work which is being executed by this firm.

CAMROSE, ALBERTA
(No. 35, Balcony)

Situated 176 miles from Calgary, in a prosperous farming and wheat-growing district, with lignite coal mines adjacent, Camrose is rapidly becoming a centre of importance. The tributary population of some 10,000 people and the town itself, with 1,500 odd, is a prosperous and contented community. The city has provided an industrial spur for manufacturers and wholesale houses. Last season 104,000 bushels of grain, 971 cattle and 2,335 hogs were handled. There are two elevators, capacity 85,000 bushels; stock yards; nine wholesale houses, carrying grocery supplies, produce, cereals, implements, farm machinery, oil, etc.; tannery, brick plant, cement block works, broom factory, sash and door factory, creamery, two lumber yards, two hotels, three banks, six general stores, newspapers, flour and feed store, two millinery shops, four farm implement stores, two meat markets, two confectioners, three restaurants, harness shop, three barber shops, two pool rooms, photographer, carpenters, two doctors, two dentists, three lawyers, surveyors and two blacksmiths. There is a good opening for a steam laundry, also a foundry and machine shop and a market gardener and florist, and many other lines of business.

The Board of Trade have an exhibit on the promenade balcony.

CANADIAN ENAMEL, CONCRETE, ETC., COMPANY
(No. 11, Main Floor)

The Enamel Concrete Company have perfected a machine which turns out 40,000 enamel concrete bricks in ten hours. Under this method an impervious enamel face of any shade or color is made a part of the brick itself. The enamelling material is first placed in the mould, and the body material is added, after which it is subjected to enormous pressure, in which the facing material becomes part of the brick itself. This process overcomes every objectionable feature that has ever been advanced against concrete as a building material. It makes light, colored and delicate shades as easily and at no greater expense than ordinary colors used for standard brick. The Canadian, Enamel, Concrete, Brick and Tile Company has been formed for the purpose of manufacturing these bricks in Winnipeg. Their factory is now ready to begin operations. This will no doubt prove a boon to Winnipeg, as much high-class face brick is now imported from the United States, and the duty and heavy freight rates make the price extremely high.

THE CANADIAN HOG MOTOR COMPANY
(No. 57, Main Floor)

One of the most useful machines shown in the exposition for the western farmer as a saver of labor and money is the Automatic Hog Motor. This machine will grind any kind of grain by the hog rooting against the projections around the base of the mill, which causes it to revolve, being on ball bearings and special shaped plates. The slightest movement brings down ground feed to the feeding troughs. One mill will feed thirty hogs and save in feed alone 25 per cent., to say nothing of the labor saved and not a grain wasted. This mill is made and sold by the Canadian Hog Motor Company, Limited, of Winnipeg.

CANADIAN MAY-OATWAY FIRE ALARM SYSTEMS
(Main Balcony)

The above system was invented by Geo. H. Oatway over fifteen years ago in New Zealand, and during that time companies have been formed and installations made in many of the largest buildings in New Zealand, Australia, South Africa, Great Britain and Canada. The Canadian company was organized in Winnipeg in 1909, and up to date over thirty of the largest business blocks in Winnipeg have installed the system and have been connected direct to the headquarters of the Fire Department. When a fire occurs in any building where the May-Oatway system is installed, the detector immediately picks same up and automatically telegraphs for the Fire Department, who are promptly on the scene. When you consider that the Fire Department upon leaving their quarters know the exact location of the building that is on fire, and upon arriving at the building know by the May-Oatway indicator-board the exact position of the fire in the building, you can readily understand and appreciate the tremendous difficulty that has been overcome by this system, and realize why it is that in thousands of fires that have occurred all over the world in buildings where the system is installed the loss has never been more than 1 per cent.

During the past six weeks fires have occurred in Crescent Creamery Co., J. H. Ashdown Hardware Co., and the R. J. Whitla store-house. In every case the May-Oatway system telegraphed for the Fire Department so promptly that no loss or damage was caused to stock or buildings. In 1911 eight fires occurred in Winnipeg in buildings where the May-Oatway system is installed, and although two of the fires were in paint warehouses, the total loss of the eight fires only amounted to

$385.00. The company's office and warehouse is situated at 157 Portage avenue E., where practical demonstrations are given daily to anyone wishing to go into details as to the merits of the system.

CANADIAN NORTHERN RAILWAY
(Nos. 62-63-64, Main Floor)

The Canadian Northern Railway Company has prepared what is undoubtedly the finest display of grains and grasses that has ever been shown in Winnipeg, and probably one of the finest ever gotten together in the country. The exhibit occupies the southern end of the Industrial Exhibition building, the company having the largest space in the show, and is complete in every detail. Everything in the exhibit has come from some point along the line of the Canadian Northern Railway, and is representative of the various districts served by the lines of the system. In connection with the display the company have a generous supply of literature, which not only deals with townsites along the line, and the lands which the company still have for sale, but also general information which would naturally appeal to the immigrant and the men looking for a place to settle down. Mr. C. Stemshorn is in charge, and his wide and long experience in the land and immigration business in Western Canada renders him an encyclopædia of information for the many enquirers.

CANADIAN PACIFIC RAILWAY COMPANY
(No. 14, Main Floor)

The booth of the Canadian Pacific Railway Company is tastefully decorated with grains in the sheaf and threshed. The background of the entire booth has been done in dark green, which sets off very effectively the gold and green. In the window, large pictures of C.P.R. interests rest on easels, and two sections of the walls are also decorated with pictures, some relating to farming scenes and others to the steamship and passenger interests of the company. The lower part of the booth is lined with show cases, in which are exhibited coal and other mineral products to be found along the company's lines and also numerous varieties of Red Fife and Marquis wheat, oats, barley, flax, etc. The principal feature of the booth is a large Maltese cross, the border of which is done in flax, surrounding a solid phalanx of wheat. In the centre of this cross is to be seen a large buffalo head modelled in grass; this is a unique sample and was produced on one of the company's experimental farms in the irrigation block. The section of the wall containing the cross is tastefully decorated with a border of timothy, and on either side of the cross are large rosettes of oats, the whole making a very striking effect in conjunction with the dark green background.

CANADIAN THRESHERMAN
(Main Balcony)

The "Canadian Thresherman and Farmer" is published in the interests of better farming in Western Canada. It devotes its columns primarily to power farming and to farm machinery generally, while it strongly inculcates the practice of intensive agriculture and "mixed farming," as distinguished from everlasting grain cropping. It contains a strong magazine section of literature for the edification and entertainment of every member of the farm home. Published in Winnipeg, it is in the tenth year of its existence, and has no rival in its own field of husbandry. Specimens and particulars of this paper will be found in the publishers' exhibit gallery.

THE CARBON OIL WORKS, LIMITED
(No. 45, Main Floor)

The Carbon Oil Works, Limited, are the proprietors of a new process for extracting the combined oils of coal-tar, which is commanding the attention of the creosoting and wood-preservative experts of this continent and Europe. For impregnating railroad ties, telephone poles, street paving blocks, marine wharf piling, farm fence posts, etc., their process gives results hitherto unequalled, both from a commercial and practical point of view. Farmers will be interested in their pickled poplar posts, which opens a new avenue of usefulness for common poplar as applied to permanent fencing, several samples of which are on view at their exhibit. They also manufacture a full line of veterinary remedies, insecticides and germicides; the combined oils of tar being the principal ingredient. The well-known "Waxoil" floor and linoleum polishes are manufactured by this firm, a demonstration of the polish on ordinary oak flooring may also be seen. "Cowl" Brand shingle stains, containing creosote made by their process, are second to none for preserving shingles from the inroads of insects and ordinary rot. In conjunction with the above they manufacture or carry in stock a full line of painters' oils, colors and sundries.

CARTER-HALLS-ALDINGER COMPANY, LIMITED
(Wall Space, Staircase, Natural Resources Section)

This exhibit occupies the wall space at the extreme end of the left side of the Main street wing, and consists of photographs of some of the work the company has done in Winnipeg and other points in Western Canada. The exhibit is intended to convey an accurate idea of the scope of the company's work; the photographs shown were taken at the sites, and include office buildings, banks, warehouses, shops, railroad roundhouses, viaducts, subways, bridge piers, etc. New photographs will be inserted from time to time as new work progresses.

CITY LIGHT AND POWER EXHIBIT
(No. 30, Balcony)

The City Light and Power exhibit, situated in the gallery, is one of the largest and most attractive in the building. Here are shown multitudinous labor-saving electrical devices which are so inexpensive to purchase and operate that they will shortly be introduced into every home.

The citizens of Winnipeg by their investment in a municipal electric plant, judged by experts as one of the first on the continent, have insured cheap light and power for all time. Electric heating and cooking apparatus at surprisingly low cost are demonstrated in this exhibit to everyone who cares to see. For fine heat regulation and cleanliness, nothing compares with electricity for both these services. Vacuum cleaners, sad-irons, general utility motors for buffing and cleaning, toasters, coffee-percolators, sewing machine motors—everything which helps to lessen labor are being introduced by this department. It is their purpose to serve in consultation with the people of Winnipeg on all electrical matters.

The spirit of the Industrial Bureau is intensified here; the educational value of a visit cannot be over-rated. The result may be a revolution in the method of your daily operations in home or business.

J. D. CLARK BILLIARD COMPANY
(No. 17, Main Floor)

A peculiarly interesting exhibit is that of the above firm. The construction in Winnipeg of a billiard table, that will compare favorably with well-known makes of American billiard and pool tables, marks a new departure in Western enterprise. Mr. J. D. Clark, the proprietor, has had a long experience in the billiard business, having been manager for Western Canada for the Brunswick-Balke-Collender Company, up till a year ago, when he severed his connection with them and started independently. The table on exhibition will bear close scrutiny as to construction, equipment and finish. It is built in a pleasing style with heavy convex body, mahogany veneered, which lends a fine surface to the elegant French polish finish. The slates used are of the finest Vermont quarry, one inch thick, while the cushions—always the object of first attention by a critical player—are fast and accurate to a degree not often met with.

The J. D. Clark Billiard Company is to be congratulated on making such a creditable showing in this line.

THE CODVILLE COMPANY, LIMITED
(No. 41, Main Floor)

Gold Standard food products are prominently displayed by the Codville Company, Limited. These products form a most comprehensive line of grocers' sundries, and include package teas, coffees, jelly powders, flavoring extracts, spices, herbs, mustards, prepared cake icings, olives, etc.

The most interesting feature of the display are the olives. The Codville Company, Limited, were the first firm to introduce olive packing in the West, and this branch of their business has shown wonderful development in the last two years, necessitating the employment of a large staff.

An experienced lady demonstrator is in charge of the exhibit, who serves dainty samples and carefully explains the merits of these well-known food products.

CRANSTON ART COMPANY
(No. 76, Museum Section)

The Cranston Art Company, 281 Smith street, have a small though beautiful exhibit of fine reproductions from world-famous pictures, including the "Fog Signal," "The Judgment of Paris," "Gordons and Greys to the Front," "Charge of Scarlett's 300," "The Cardinal's Portrait," "Age of Innocence," and others by Reynolds, Moore and Greuze. The framing shown is of a high order and proves that the most aesthetic tastes can be entirely satisfied by this firm. Everything in the way of fine art, probably the largest stock in Canada, is to be found at their Smith street premises.

This year a picture cleaning and renovating department has been added, as well as a studio in which all kinds of prints are colored and finished and portraits made by experienced artists. Expert airbrush work is one of their up-to-date artistic innovations, filling a long-standing want.

CUMMINGS BRASS COMPANY
(No. 39, Balcony)

This firm wish to draw the attention of the general public to the fact that they have a factory in Winnipeg, where their work is manufactured, so that they can give prompt shipments and special attention to every order. They also have the most up-to-date plating factory in Canada and have just installed a foundry, where

they turn out brass, bronze and aluminum castings. They carry the largest stock of brass tubing and sheet brass west of Toronto. They manufacture brass railings, window and sash bars, elevator enclosures, door rods, kick plates, cement workers' tools, wire guards, bank cages and grilles, office and sanctuary railings, fire escapes —in fact, anything in brass, iron or wire, architectural work being a specialty. Their exhibit on the promenade gallery in the exposition is worthy of attention.

"C. 2 C."—YE OLD FRENCH FURNITURE POLISH
(No. 83, Museum Section)

The name "C. 2 C." is just a combination of the two names Cross and Clipston, the manufacturers. Its history of the preparation will tell you it is indeed an old French aristocrat, a true descendant of the time of Louis XI of France. Emile Deboucier of Paris, a furniture polisher, owned this recipe, his father before him, his grandfather, his great grandfather, and so back in his family to the time of Louis XI. Its ingredients are so perfectly blended that it is today, as of old, the most perfect polish and cleanser ever used. It has never been given to the public till now, for the simple reason that each polisher kept his own formula a close secret, as the man who had the most perfect formula was considered the best polisher. In the old days such a man would have the care of the furniture of the "great ones. He would be called in to polish and revive the dainty furniture while the family were away. Therefore he had to know his business. There was so much gilt furniture and inlaid beautiful designs and beautifully carved woodwork, all of which the "court polisher" had the care of. Eduard Deboucier was, then, the man chosen for this post in the royal household, and his formula was handed down from father to son and kept a perfect secret, till it came to Emile Deboucier.

Through the years the Debouciers had fallen on evil times, and the last one of the family, Emile, was, twenty years ago, when Mr. Cross met him, a poor, sick old man, with not a soul belonging to him in the world. Mr. Cross, who was at that time a student in Paris, became acquainted with him, pitied him, and was the means of making the last few months of the old man's life free from care. In return, the old fellow insisted on Mr. Cross having his formula. As much to please him as anything else, Mr. Cross accepted it.

So the result is it is here in our midst, and bids fair to be the greatest success in its line ever offered to the housekeeper, for it makes work light and is a perfect polish. Everyone who uses it will realize that they have never had anything so good as C. 2 C.

DAUPHIN AND DISTRICT
(No. 33, Balcony)

Take the map of Manitoba and cut out a chunk containing four thousand square miles of the northwestern part of the province. This territory will cover the municipalities of Dauphin, Gilbert Plains, Grand View, Ochre River, St. Rose du Lac, Mossy River and the town of Dauphin. The Dauphin country, so called, has all the elements of beautiful landscape—mountains, lakes, rivers, forests and plenty of land that is capable of being turned into productive farms, besides that already under cultivation. Nowhere in the world does the sun look down upon a more beautiful, rich and smiling country than the Dauphin district of Manitoba. Dauphin has a handsomely-decorated booth on the Water street gallery, where information can be obtained regarding business and other openings.

Dauphin wants many more people, much more capital, several new industries, a pickle factory, a packing house, a tannery, a wood pulp mill, more farmers in the district, more cattle raising, more breeding of horses, more dairy farms, more raising of roots, wider publicity, due consideration, proper appreciation.

DE CEW COMPANY
(No. 16, Main Floor)

Among the many booths installed in the exposition building, the one manufactured and erected by the De Cew Company, Limited, for their display will claim the attention of all as a sample of workmanship that is new to this locality, and is made of a material that will be used more in the future. The booth is of a design that embodies the architectural features of the present period and is distinctively "Canadian Colonial." There is nothing on the market that will bring out the full beauty of design as staff work will, and that takes color decorations so well. Another important feature of this booth is the "eye comfort" system of indirect illumination. This is a composition fixture with design and finish made to harmonize with the surroundings, and is but a sample of the many fixtures so much in demand now for lighting residences, offices and public buildings. The De Cew Company, Limited, presents this booth as an evidence of the work that they are capable of turning out and also calls the attention of the public to the staff exterior of the Industrial Exposition Building, which is likewise of staff and of a style of architecture suitable to the times.

DINGLE & STEWART
(No. 29, Main Floor)

Dingle & Stewart's exhibit of Melba chocolates and fine candies is unique, both in style of case and the different lines displayed. It is a triumph of candy-makers' art, and shows the public what can be done with sugar. This progressive firm has been manufacturing a little over one year and now employs over forty hands in making these goods; but the demand for their Melba chocolates and other lines still exceeds their present capacity. This furnishes abundant proof to the public that the best goods can be, and are, made in Winnipeg, and by living up to their motto, "purity, quality and a square deal," this firm's phenomenal growth must continue.

D. R. DINGWALL, LIMITED
(No. 35, Main Floor)

To the uninitiated there is always a certain amount of mystery and hidden knowledge necessary in the art of making fine jewellery and silverware, but the display of D. R. Dingwall, Limited, wholesale and retail jewellers and diamond merchants, in the exposition of made-in-Winnipeg goods, lays bare many of these supposed secrets.

Gazing through the plate-glass walls of their case, which, by the way, are appropriately set in frames of rich mahogany coloring, may be seen arrayed cuttle bone, small sand or black-lead crucibles, gold and silver nuggets, and ring settings of metal to be used as patterns. Similarly may be noticed the short, round bars of steel, with deisgns cut into the end. These are the dies which are used in the stamping-up of medals, pins or different jewels and insignia of fraternal societies. It will undoubtedly be of interest to know that Dingwall's is the only factory west of Hamilton, Ontario, in which work of this kind may be done. Particular attention is called to the display of lenses, rough, uncut, partly prepared and finished, which are shown in this firm's optical display, for with true Western progressiveness they operate their own optical manufacturing plant. Fine copper-plate and steel die work of different styles of society and wedding stationery are also shown, and give evidence of just as great satisfaction and worth has in the other departments. Numerous examples of completed work are exhibited, and whether it be letter head,

wedding announcement or personal visiting cards, the air of quality surrounding each is just as real as the case in which they are shown. Undoubtedly, this display is one of the most interesting in the hall, especially as so many real articles of fine jewellery are shown, as well as fraternal jewels and badges, medals, buttons and pieces of enamel work. A number of artistic little cards, placed here and there in the exhibit, give further information concerning the different portions of the display, and add much to the value as well as the beauty of this exceptionally fine portrayal of Western intelligence and success.

DOMINION GOVERNMENT EXHIBIT
(No. 66, Main Floor)

This exhibit is probably the finest in the exposition, covering a thousand square feet of space in the Natural Resources section of the building. It comprises a complete display of cereals grown in the Canadian Northwest, arranged in spectacular fashion, representing a flowing river and waterfall passing through fields of standing wheat. The whole is brilliantly illuminated with electric lights. This display, which reflects great credit on the officials of the Immigration Department who designed and prepared it, is visited by thousands daily and greatly admired. Attendants in charge have literature prepared by the Department to distribute.

E. L. DREWRY
(No. 5, Main Floor)

An attractive exhibit on the main floor is that of E. L. Drewry, showing the products of the Redwood factories. No exhibit in this interesting building more clearly demonstrates the great advance that has been made in the industrial life of Winnipeg during the past thirty-five years than this of Drewry's. Since 1877, when the first brewing of ale was made, the Redwood factories have steadily expanded, until today they comprise one of the largest and most up-to-date brewing, bottling and aerated water plants in Canada, employing about three hundred workmen.

Mr. Drewry has always maintained that the moderate use of malt beverages was beneficial to health, and has assured the consumer that Redwood Lager, Refined Ale and Extra Stout were brewed in cleanliness from pure water, barley-malt and hops only. That this guarantee of purity has been appreciated is shown by the demand for these favorite brands; also "Golden Key" brand aerated waters.

THE DYSON COMPANY
(No. 31, Main Floor)

Everyone will find something of interest in the handsome exhibit of the Dyson Company. The display is an ambitious one, reaching from the main floor to the roof of the exposition, and shows some of the main articles sold under the Red Cross brand which is so well known in Western Canada. There are seen samples of Dyson's Red Cross Baking Powder, Pickles, Vinegar, Flavoring Extracts, etc. All these goods are put up in their factory in Winnipeg, and the production of the products in Manitoba is encouraged as much as possible. The firm have a cucumber farm of about 120 acres near Selkirk and took off a crop of 140 tons in one season besides buying all that was offered them by the local market gardeners. The vinegar sold by them is made at their factory on Redwood Avenue, which has a capacity of 1200 gallons per day, and is the only factory in Western Canada where vinegar is manufactured in bond under Government supervision. The plant

is now being enlarged in order to produce a genuine English malt vinegar, which has hitherto been almost entirely imported from England. Their Baking Powder and Flavoring Extracts are all made in Winnipeg. Fruit Syrups, Raspberry Vinegar, and similar summer drinks are also put up in large quantities, as well as Spices, Herbs, Coffee and Tea. The combined floor space of all their factories is 70000 square feet. The vegetables used in this plant represent 500 acres actually under cultivation, giving employment to 500 people.

THE ECHLIN MANUFACTURING COMPANY
(No. 51, Main Floor)

One of the most progressive manufacturing firms in the West is the Echlin Manufacturing Company, makers of high-grade caps, whose exhibit of caps may be seen at the entrance to the museum in the Industrial Exposition. This firm stared a little more than two years ago with a small factory on Hargrave street, but soon found their expanding trade demanded more room and better facilities. They are now located in a three-storey brick building at the corner of Graham and Vaughan streets, admirably suited for their requirements. Having ample space, they are able to carry a full stock for sorting. When taking possesion of their new premises they installed the very best and latest machinery obtainable, and the Echlin caps are to be found in most of the good stores throughout the West.

THE FRANKLIN PRESS, LIMITED
(Main Balcony)

He is dead but his works still live. The great Benjamin Franklin, scientist and statesman, was born in Boston, 1706, and died in Philadelphia in 1790. The company judge from the number of people who ring up this firm and ask if Franklin is in, that there are not many in Winnipeg who come from the Keystone State. To disabuse the public mind, a bust of pure white, designed by Haudin, is shown. The whole space is empannelled in white, brackets of white hold booklets of white giving a short biography, and at the same time showing the quality of work which this firm produces. Altogether this display gives art, science and literature in a manner worthy of the great printer whom they emulate.

FREE PRESS JOB DEPARTMENT
(No. 17a Balcony)

The Free Press Job Department has an attractive exhibit just as you come up the stairway. Good examples of the printing art are shown, covering a wide range of work, special display being made of the poster printing branch of this company.

GEO. GALE & SONS
(No. 3, Main Floor)

That mattress making has reached a stage of absolute perfection is evidenced by the attractive display of Geo. Gale & Sons, on the Main street frontage of the exposition. The goods displayed are of splendid workmanship, and this explains the steady and rapid growth of this firm since establishing a branch in this city. Their new factory is at 97 Higgins avenue, one of the finest factory buildings in Winnipeg, and they are always pleased to see any of the trade who may be visiting in the city. Besides mattresses, Geo. Gale & Sons are one of the largest manufacturers in Canada of brass and iron bedsteads, springs and pillows, and their sample room is said to be one of the handsomest in America. An inspection of their exhibit or sample rooms will repay a visit to those interested in this line.

GAUVIN, GENTZEL & COMPANY
(No. 82, Main Floor)

The wonderful perfection that photography has attained in the last few years is well shown by the splendid exhibit of this well-known Winnipeg firm of portrait photographers. The work of this firm is of the very highest order, equal to that of the best masters of the art. They have been awarded the first prize at the Winnipeg annual fair for eight years, and are the winners of a great many prizes and diplomas in other cities. An inspection of their exhibit will well repay the time involved, and other samples of their work may be seen at their studio, 492 Main street.

THE GREAT WEST SADDLERY COMPANY, WINNIPEG
(No. 15, Main Floor)

The Great West Saddlery Company, Limited, have a display of their celebrated Horse Shoe Brand harness, saddles and collars. This firm are the largest of their kind in the world, having wholesale branches at Calgary, Edmonton and Regina. Their goods are manufactured in Winnipeg, and have attained such a reputation for quality that to mention harness is but to think of Horse Shoe Brand. Their exhibit, combined with that of the Alsip Brick Company, is on the main floor near the main entrance, where a life-sized figure of a horse attracts great attention.

K. GUNTHER, LADIES' TAILOR
(No. 37, Balcony)

This firm was established five years ago in the city. In this short time they have easily made good as one of the leading tailors in the Canadian West. The quality of workmanship Mr. Gunther turns out is not excelled anywhere. If a lady wishes a well-fitting garment, Mr. Gunther can provide it. Absolute guarantee goes with every garment. Mr. Gunther does not believe to make a garment fit by persuasion or nice words, but a well-fitting garment is the only kind he allows to go out of the establishment. There is no need of Winnipeg ladies going abroad to get tailored-made costumes, as they will be better supplied here than elsewhere, and at less expenditure. Mr. Gunther has gained his wide experience in the leading fashion centres of the world. He was in Paris, France, for a considerable time, and knows nearly all the recognized establishments by actual experience. London and New York both contributed in his training. When he came to Winnipeg he thought there was a good opening here, and, in fact, a real need for a first-class ladies' tailor. As he had great confidence in the future of Winnipeg, he established himself here, where in a very short time he has gained a reputation as a leading ladies' tailor. His premises are at 300 Hargrave street, Portage avenue. He carries in stock a wide range of high-grade woollens and novelties. Mr. Gunther has an exhibit on the Water street balcony.

HARDWARE SPECIALTIES, LIMITED
(No. 77, Main Floor)

The Hardware Specialties, Limited, exhibit is exceptionally interesting. One of the exhibits is the Economy heat generator. This is one of the most important articles brought into Western Canada in the present generation. It is a remarkable fuel saver. Experts say that about two-thirds of the heat is wasted through the chimney, and this waste is largely prevented by using the Economy heat generator. This saving of heat not only makes it possible to get much more heat and comfort from the fuel used, but also makes it possible to get the same amount of heat and

comfort while consuming less fuel. This generator has been thoroughly tested in hundreds of private homes and several of the large banks and buildings in Winnipeg and the West. Many people state they are saving as much as from twenty to thirty per cent. in fuel and getting more heat by using the Economy heat generator. It also prevents formation of soot.

Another very interesting exhibit is the Eureka straw stove, which will be a blessing to homesteaders and a boon to every farm home. This is said to be the first success in a straw fuel stove and will give off heat for twelve hours with one filling. The stove is made of heavy sheet steel and stands 4 feet 6 inches by 2 feet. Creates no litter or fire risk in the house, and can be filled outside and carried in ready to light. Here is a really practical, inexpensive heater—the thing that all the West has been looking for. No more coals bills and expensive hauling of wood. You saw pile represents money saved and a home comfort you have never known if you use a Eureka stove. The stove is filled by lifting the top off the base and turning upside down. It will be found a convenience to have a second drum or top, so that one can be kept filled to immediately replace the one removed.

H. HILTON & SONS
(No. 39, Balcony)

This firm is exhibiting "Sanito" plastic flooring, which, owing to the ingredients and method of laying is sanitary, noiseless and fireproof. The floor of their exhibit is covered with this material as well as the vestibule of the Industrial Building. Asbestos pipe and boiler covering is another branch of their manufacture, and a dummy boiler is covered with mineral wool blocks and cement. It is arranged so as to show their method of applying. The pipes are covered with Hilton's "Special" air cell covering. H. Hilton & Sons have been manufacturing in Winnipeg for four or five years. Last year they doubled the size and capacity of their factory, but in spite of this fact have been unable to properly take care of the increased business. In order to enable them to do this, they are now erecting a large factory with trackage facilities on Erin street.

HOLT, RENFREW & COMPANY
(No. 23, Main Floor)

Worthy of great pride to Winnipeg and the admiration of all visitors is the handsome exhibition of beautiful furs displayed on the main floor by Holt, Renfrew & Company, Limited, of Quebec, Montreal, Toronto and Winnipeg. This pioneer fur company, though establishing here only about eighteen months ago, have found it necessary to operate a large fur factory in connection with their retail business. That their efforts have been appreciated is best evidenced by their growth and prestige. Their retail establishment at 430 Main street, which has just recently added two floors, where the finest quality furs, hats and gloves are stocked the year round, is well worthy a visit. The public are cordially invited to inspect their goods at any time.

INTERNATIONAL SEWER DEODORIZING COMPANY, LIMITED
(No. 77, Main Floor)

The high levels in sewerage systems have usually had trouble with sewer gas. The city of Winnipeg for some years has been experimenting with different devices to entirely eliminate or to lessen this nuisance. Some two years ago the city of Winnipeg arranged to instal a Beeman sewer deodorizing machine. The test proving

satisfactory, the Board of Works gave an order for ten machines to be installed and daily tests made for three months ending January 31st, 1911. These tests were made by the city engineers department, and upon the city engineers' favorable report fifty were ordered, which have been in use during the winter of 1911-12. The machines have proven most satisfactory. The city is now considering a largely increased order. The advantages of the Beeman sewer deodorizing machine might be put in short form as follows:—Small cost of machine; no interference with sewer air shafts; economy in operation, as the burners run automatically as long as the supply of wood alcohol lasts; small cost of materials used, and, most important of all, absolute efficiency. In Winnipeg, as the city engineer stated to the Board of Works, machines had been placed at points where most complaints had come from, so that a thorough test was made of the machines. These machines are fully protected by patents issued and applied for by the International Sanitary Company, Limited, 449 Main street.

THE GEO. W. JONES COMPANY
(No. 36, Main Floor)

This enterprising firm are manufacturers of English hard-boiled confectionery. They were the first firm to successfully manufacture high-class boiled goods in Canada; previous to their being established in 1905 all this class of goods were imported. The quality of their goods is such that the trade handle them in preference to any other make where it is a question of quality; all the best druggists handle them, which is evidence of the high standing. Their business extends from Port Arthur to the Coast.

LACOMBE, ALBERTA
(No. 4, Balcony)

Lies 112 miles from Calgary at the junction with Lacombe branch. Last fall 96,000 bushels of grain was handled, also 844 horses, 3,390 cattle, 88 sheep and 3,634 hogs. Has four elevators, capacity 75,000 bushels; stock yards; flour mill, capacity 66 barrels; creamery, brick plant, electric light plant, cement block plant, telephone, three lumber yards, two hotels, two banks, four general stores, two clothing stores, two drug stores, three hardware stores, four farm implement stores, two jewellery stores, two millinery stores, newspaper, four livery stables, meat market, three barber shops, four restaurants, four confectioners, harness shop, four blacksmiths' shops, pool room, photographer, three doctors, two dentists, three lawyers, two tinsmiths, two shoemakers, painter, five carpenters, undertaker, two furniture stores, planing mill, four boarding houses, two merchant tailors, laundry, produce company, liquor store, auto garage, Dominion land office, Dominion experimental farm, foundry, nursery, sash and door factory, wholesale house, oil company. The local and tributary population number considerably over 10,000 people. Lacombe Board of Trade is exhibiting on the balcony in the exposition.

LAWRENCE BROTHERS
(Nos. 13-14, Balcony)

One of the most artistic booths—one of unusual merit in which is shown the many possibilities of artistic home decorations—is that of Lawrence Brothers, on the second floor. From a small beginning a few short years ago, employing one man, this firm has steadily grown until now twenty-five skilled craftsmen are necessary to handle the large volume of business controlled by them.

In this booth one views the work of the real artist. Displayed upon the walls and ceiling are fine oil and water-color paintings, tapestry, leather and wood effects, as well as the many beautiful and harmonious designs in high-class wall paper. In introducing this class of work Lawrence Brothers now make it possible to have your home decorated after the manner in which the ancestral halls of England and the palatial homes of New York and other large cities take a pride in showing. Many of Winnipeg's fine homes will be transformed into "bowers of beauty" when placed in the hands of such skillful decorators, their facilities enabling them to do the entire work, such as painting, graining, panelling, paper-hanging, plastering and relief work, thus ensuring harmony of color throughout. A lavish stock of all the latest novelties is carried, and citizens are assured of the newest and best. This booth is one that should be visited by every house-owner, and particularly if quality and artistic designs are sought after.

LEMBERG, SASKATCHEWAN
(No. 3, Balcony)

Lemberg Board of Trade have a complete exhibit of wheat, oats, barley and other cereals grown in the district surrounding. Apparently the soil in that vicinity is of exceedingly rich character. The following particulars will be of interest:—Population 500, tributary population 5,000; 319 miles from Winnipeg; handled 653,000 bushels of grain, 68 horses, 79 cattle, 212 sheep and 375 hogs last season; has five elevators, capacity 124,000 bushels; stock yards; flour mill, capacity 75 barrels; two lumber yards, hotel, bank, four general stores, drug store, newspaper, two livery stables, meat market, barber shop, restaurant, confectioners, two harness shops, three blacksmith shops, pool ro[illegible] doctor, two tinsmiths, shoemaker, three carpenters, two painters, undertaker. Lemberg wants a creamery, tailor and lawyer.

THE [illegible]TOBA BRIDGE AND IRON WORKS, LIMITED
(No. 7, Main Floor)

The booth of t[illegible] Manitoba Bridge and Iron Works, Limited, represents the engineering and mech[illegible]ical skill employed in the plants of the pioneers and leaders of struct[illegible]ral steel bu[illegible]ing in Western Canada. It would be impossible to display the various classes of work carried on by these people in their bridge, plate, foundry, forge and machine plants, but one has only to glance over the photographic reproductions of past achievements, the miniature overhead travelling crane, the bridge, etc., to be duly impressed with the enormous work carried to successful completion by this structural firm. They are preparing for the erection of new and larger mills in order to meet the rapidly-growing demand for structural steel in Western Canada.

MANITOBA DUSTPROOF WINDOW SHADE SYNDICATE
(No. 1, Balcony)

This firm announce that five months ago they secured the rights to manufacture in Manitoba the patent dustproof window blind, and during the five months have doubled the business they anticipated, and have decided to double their capacity at once. The cloth they use has taken greatly with the public favor, being of a rubberized nature, and in nearly every instance those that have been supplied with dustless blinds invariably send other customers. They have already several agencies in different districts in Manitoba, and expect in the course of a year to have agents in every town in the province. The particular advantage of this blind is the dustless patent, which can be fitted to any shade, either spring or springless. The most careful housewife has failed to find a method of keeping the dust off the window shades.

which is very perceptible when the blind is pulled down. The invention offers an excellent solution of the proble . in an automatic duster for window shades, constructed as part of the roller on which the shade revolves. As the latter is allowed to go up or down, the duster automatically wipes off the surface of that part of the shade passing over the roller. As the shade is generally raised or lowered at least once a day, it is given a daily dusting. This attachment should be of great value where white shades are employed, keeping them fresh and clean and thus prolonging their usefulness.

THE MANITOBA GLASS MANUFACTURING COMPANY, LIMITED
(No. 10, Main Floor)

The Manitoba Glass Manufacturing Company, Limited, was incorporated 1907, and taken over by existing shareholders in September, 1910, with Hon. D. C. Cameron, president, W. J. Moran, vice-president and J. C. McGavin, secertary-treasurer. Since then the company has made extensive improvements in their plant at Beausejour, Manitoba, and have installed one of the most up-to-date machines for the manufacture of fruit jars. The company have a pay roll of 160 men and boys and over a car-load of finished bottl and jars are turned out daily. The company's offices are at 503 Keewayden bloc Winnipeg. They are exhibiting a full line of their manufactured glassware in the booth of the Rat Portage Lumber Company, Limited.

MANITOBA GYPSUM COMPANY, LIMITED
(No. 13, Main Floor)

The Manitoba Gypsum Company, Limited, the pioneers in the hardwall plaster business in the Canadian West, make a very interesting exhibit of their different lines in the way of wall plaster and other gypsum products. The ornamental arch at the entrance of their exhibit is covered on the outside by gypstone, a specially prepared stucco for outside purposes. The construction of the walls of this arch shows how the walls of a house may be built without using any lumber except the studding, the wire lath, then plastered with gypstone, lined on the inside with plaster board rough-coated with gypsement, then strapped, a final covering of plaster board, gypsement and finish plaster completing the wall, thus giving two air spaces, which insure a thoroughly warm building. This style of construction is being largely adopted in the large cities of the States now, and is rapidly coming to the front in Winnipeg.

The company shows some interesting specialties in the way of fireproof construction, amongst which is the use of National steel studding in connection with plaster board, a specimen wall of which is built, showing the construction in all its different stages.

Empire partition blocks are shown both separately and also built up in one of the walls, the north wall of the exhibit being entirely built of three-inch block and finished in different styles in an artistic manner, a portion of the wall being left unfinished to show the original blocks.

The general finish of the exhibit is done in an artistic manner with the different styles of wall plaster and specially prepared finishes manufactured by the company, so that prospective house-builders may get a g d idea of what can be done with these high-grade wall plasters.

The company's plant in the western end of the city is entirely of fireproof construction, and is not only the largest in Canada but ranks amongst the largest on the continent. The gypsum quarries are located at Gypsumville on the Canadian

Northern Oak Point line, where a practically unlimited supply of the highest class gypsum in the world is controlled by the company. Further information in regard to the company's products may be had at the head office, 806 Union Bank building.

MARTEL-STEWART COMPANY, LIMITED

(Balcony, Main Entrance)

The Martel-Stewart Company are the "sign people," and their handiwork is much in evidence in daylight and dark all over the city. The big electric sign which surmounts the exhibition building, bearing the words "Free Exposition" in appearing and disappearing lights, was installed by this firm. The firm have offices and factory at 381 Colony street, where estmates are given on any designs submitted.

The firm have a temporary sign in the Exposition Building, on the balcony, main entrance; which they will replace later by something new in electric signs.

THE MODERN LAUNDRY & DYE WORKS COMPANY, LIMITED

(No. 52, Main Floor)

This company's exhibit shows:—Flannel blankets dry-cleaned, making them soft and fluffy; household draperies dry-cleaned, restoring color and pattern; lace curtains dry-cleaned, without shrinking.

Their dry-cleaning process often saves the price of a new suit of clothes; disinfects and is thoroughly sanitary; makes old clothes look like new, and will freshen up furs. They make a specialty of dry-cleaning ladies' fine silks, satins, laces, gloves, etc.

For their laundry work they make the following claims:—The only laundry in the city who have a scientific water-softening plant, which reduces Winnipeg hard water down to almost the softness of rain water; soft water laundry process will not fade the colors in high-class goods; soft water laundering process gives a clean, soft finish to all goods; all goods washed in softened water look better and wear longer; soft water laundering removes the need of harmful chemicals and restores original colors.

They employ only clean, healthy white people to do their laundry work, and high-grade work costs them more to turn out but it does not cost patrons any more. Their large airy premises on Hargrave street are thoroughly sanitary and open to inspection of the public. Their service is always prompt and their aim is to please.

THE MOONEY BISCUIT & CANDY COMPANY, LIMITED

(No. 24, Main Floor)

Prominently featured, incased in rich mahogany and reflected by a brilliance of bevelled plate-glass mirrors, the products from the big factory of The Mooney Biscuit and Candy Company, Limited, present one of the most strikingly attractive exhibits in the building. A tempting array of package and bulk goods, representing over one thousand different lines of biscuits and confections to meet the demand of each individual taste, make a display that does Winnipeg proud. Prominent among the showing are Mooney's soda biscuits and Colonial and Superba chocolates—household delicacies throughout the West.

MOOSE JAW

(No. 10, Balcony)

Moose Jaw is recognized by the great C.P.R. as the half-way point between the Red River and the Rocky Mountains—398 miles west of Winnipeg and 442 miles east of Calgary—in the middle of the great open prairie belt, which during the next few years will outstrip all other parts of the North American continent in the production of man's great food staple—wheat. It is necessary to fully grasp this thought to understand Moose Jaw. Its future is tied up in the future of the wheat belt of Canada. It reflects the grain-growing section, and it will become the supply point and market for the farmers of a great open prairie upon which millions of new wealth will be produced annually. By many people who have travelled over the prairie provinces, Moose Jaw is thought of as the point where the Soo Line from the United States is merged with the C.P.R. system. As the point from which during the past five or six years nearly half a million Americans have scattered in their search for cheap farm lands, Moose Jaw is sure to be long remembered.

The Board of Trade has an exhibit in the Main street balcony of the exposition.

MORREL'S MANITOU MINERAL, LIMITED

(No. 28, Main Floor)

Manufacturers of Morrel's Manitou Mineral healing preparations and bottlers of Morrel's Manitou Mineral water.

Little Manitou Lake has been known to the fur traders and early settlers of Western Canada since the day of the first explorations, and to the Indians since time immemorial, as a lake of natural healing waters. In the old days long pilgrimages were made to this lake by the sick and ailing, and many were the marvelous cures ascribed to the cooling touch and prompt medicinal effect of its waters. It has remained, however, until the opening of the Grand Trunk Pacific railway to bring this lake within commercial reach of Western Canada, and to the enterprise of the firm Morrel's Manitou Mineral, Limited, to reduce the tales of Manitou's healing power to scientific accuracy, and to carry its message of health to the homes of the country. Analysis of Manitou Lake water, taken from the feeding springs, which are controlled by Morrel's Manitou Mineral, Limited, in the interest of public health, shows this fluid to hold in suspension, as it bubbles up from nature's underground laboratory, the most remarkable combination of healing and laxative qualities known to science. The mineral constituents of the water, as determined by Professor Milton L. Hersey, of McGill University, contains silica and iron and alum oxides (in minute quantities), sodium sulphide, magnesium, bicarbonate, calcium sulphate, potassium sulphate, magnesium sulphate and sodium chloride. This combination of healing factors is pronounced by medical authority to excel, in curative and laxative quality, Carlsbad, French Lick or any of the widely-known waters from European spas. Morrel's Manitou Mineral water is a perfect and natural combination that should be, and is, an ideal laxative and natural physic, and is tolerated by the most sensitive system, more so than any other known natural aperient water. It is also of great value applied externally as a relief for eczema or other abnormal skin conditions. It can be readily seen from the foregoing description that in this water Western Canada has a natural gift and resource of undoubted value, and a product that cannot fail to become of commercial importance as its exploitation is carried on by the company, almost completely made up of local capital, that commenced business last year in the preparation and distribution of this water, its concentrates and preparations.

THE MUNRO STEEL AND WIRE WORKS, LIMITED
(No. 39, Main Floor)

The Munro Steel and Wire Works, Limited, have been established in this city for eight years. They manufacture all kinds of wire and iron work, viz., elevator doors and sides, window guards, fire escapes, counter railings, bank grills, wire cages, wire and brass signs, ornamental iron work, balcony railings, coal screens, wire baskets, ornamental and wire fencing, fence posts, etc.; also beds, springs and mattresses. Mr. Munro, the managing director, is the inventor and patentee of the Munro "Diamond Mesh" wire mattress, and the well-known field-erected "Build Your Own" fence and the Munro patent steel fence post. The firm have had their troubles and trials like everyone else, having had the misfortune of being burnt out about two years ago, but are glad to say have completely recovered from this reverse and are, if possible, in a more advantageous position to handle business. At present the works are working full time, several big orders being on hand, one a repeat order of 11,000 steel fence posts.

THE MUSEUM

A centre of great attraction is the muse . section of the exposition. This is the nucleus of Winnipeg's first public collection in this line, and a very creditable showing has been made. The exhibits are chiefly mounted natural history specimens, in life-like poses, and it is believed to be as fine a collection of Canadian wild animals and birds as has ever been b ht together. The place has value from an educational standpoint, and is very popular with children. The exhibits are mostly loaned by Winnipeg people and are to be found not only in the museum but arranged with artistic and pleasing effect throughout the main building and auditorium. Following are the names and addresses of those who have lent exhibits, some of the articles shown, and where they may be found in the building. The collection is valued at over eight thousand dollars, and is worth going far to see.

J. Ambrose, taxidermist, 179 Fort st.; Water street aisle and auditorium; black bear, black-tail deer, fox, musk ox, mountain sheep, springbuck, spike buck elk, white-tail deer. C. A. Bovile, 515 Notre Dame ave.; museum section; collection of butterflies. A. Calder, ticket agent, 660 Main street; museum section; black bear, bear cub, black fox, badger, beaver, buffalo calf, catelo, ground hog, jack rabbit, lynx, timber and prairie wolves, moose, mink, musk ox, mountain lion, muskrat, otter, raccoon, spike horn elk, white tail deer, complete collection of birds. E. W. Darbey, taxidermist. 223 Main street; Museum section, Main and Water street aisles and auditorium; Alaska sheep, antelope, bison, caribou, elk, moose, mountain goat, mountain sheep, mule deer, musk ox, wapiti, white tail deer and Indian work. R. Kershaw, 358 Langside street; auditorium hall; moose head. Public Parks Board; auditorium and museum; buffalo cow ,buffalo and deer. W. J. Thompson, 272 Langside street; Museum section; Indian work.

THE NOR'-WEST FARMER
(Main Balcony)

Western Canada's pioneer farm journal, The Nor'-West Farmer, stands without a peer in the agricultural field of the Canadian West. Its circulation covers the farming population of the vast territory west of the Great Lakes, and its mailing list contains none but bona fide paid-in-advance subscribers. The editorial policy of The Nor'-West Farmer is sound, as for the past thirty-one years this journal has been a household word in the farming communities of Manitoba, Saskatchewan and

Alberta. As an advertising medium through which to reach the prosperous rural homes of the western provinces it is found profitable. It is published on the 5th and 20th of each month by The North-West Farmer, Limited, corner McDermot avenue and Arthur street.

THE NORTH-WEST LAUNDRY, LIMITED

(No. 48, Main Floor)

The secret of success in a large laundry plant today depends upon two factors —organization and departmentization. Each of these factors is equally important, and the success of one depends upon the strength of the other. A striking example of a finely-organized and departmentized laundry is that of the North-West Laundry, Limited, corner Main and York streets, Winnipeg. You can visit their exhibit daily if you desire at the free Industrial Exposition, where you will find complete samples of their work. The North-West Laundry is run upon the principle that "to have the whole run smoothly, each part must run smoothly." In the North-West Laundry each department is a unit, and is, to all appearances, a separate plant. The total results are carefully tallied at the central offices, where a perfect system is in force. Everything runs with clock-work precision. The perfect service offered by the North-West Laundry is taken advantage of by thousands of people living in Winnipeg and throughout the country. Their laundry service is the most complete and up-to-date to be had in Canada or elsewhere. Their "free" sock and stocking darning machine service is the most wonderful on the continent—for all who desire to take advantage of it—for it darns holes in stockings as carefully and smoothly as the original sock was knit. No extra charge is made for this service to customers.

THE NORTHWESTERN CAP COMPANY, LIMITED

(No. 61, Main Floor)

The Northwestern Cap Company, Limited, have been manufacturing caps in Winnipeg for the last four years, during which time they have built up a large business, which now extends as far west as Edmonton and east to Port Arthur. Being the first cap manufacturers to locate in the city, their caps have become well known, and are universally enquired for by the trade. In the new Industrial Exposition the exhibit of the Northwestern Cap Company occupies a conspicuous corner. Special mention may be made of a large red uniform cap with gilt trimmings, and also a golf cap of equally large proportions, which top the outside of the handsome showcase. Inside the case will be found caps in the following styles: motors, golfs, uniforms, firemen's, engineers'—in fact, every style of cap that is ever asked for, all made by expert workmen and perfectly finished. The Northwestern Cap Company, in the manufacture of their caps, use hair-cloth where as a rule cardboard or paper is used. This makes their caps preferable, as it maintains the shape; so that when a cap made by them is almost worn out, it has still retained its shape. Caps can be manufactured here and sold at a lower figure than Eastern manufactured caps, which gives the customer the advantage of not having to buy in such large quantities and carry such a large stock, as he would otherwise have to, if he bought in the East. This goes further to prove that home industry is more profitable, and should be taken advantage of and encouraged at all times.

"O.K." PRESS
(Main Balcony)

Originality is the noticeable feature of this firm's work, although they can, of course, "stick to copy" like the other fellows when required. New ideas are, however, always welcome, and a unique setting or design often arrests the attention to printed matter where the ordinary type would fail to do so. The "O.K." Press have a very creditable showing of invitation and menu cards, etc., in a showcase in the main balcony.

A. B. ORMSBY, LIMITED
(No. 30, Main Floor)

In the centre aisle facing Main street is located the exhibit of A. B. Ormsby, Limited, the well-known manufacturers of fireproof building materials, such as fireproof windows, doors, skylights and steel sash. These goods are all "made in Winnipeg," and are found to be as high in quality and workmanship as to enable them to compare most favorably with the same products brought in from foreign points. This firm has shown its great faith in Winnipeg's future by erecting for the manufacture of their different lines the second largest factory of its kind in Canada, the largest being its head office in Toronto. This firm also carries on a general sheet-metal work business that extends from Fort William to Vancouver, with representatives in all the principal cities.

THE PATERSON MANUFACTURING COMPANY, LIMITED
(No. 33, Main Floor)

The Paterson Manufacturing Company, Limited, have a complete exhibit of the different grades of both tarred and plain building papers, which are used to such a large extent in our Western Provinces, noticeable among which is the "Victoria" Brand of sulphate pulp, of which it is safe to say that there is none better on the market. Among their roofing materials are found the Barrett specification tarred felt and pitch, with which material every man in the roofing business is familiar, the brand being a by-word in the business. This firm is located in the city of St. Boniface, where they have been manufacturing for four years. During that period they have found it necessary to increase their capacity fourfold and anticipate further additions this year. They are, at present, employing twenty-five men and running the factory both night and day to meet the unprecedented spring business.

THE PENNIAC REEF GOLD MINES, LIMITED
(No. 20, Main Floor)

The exhibit of this mining company will be of especial interest to the public owing to the fact that the mines are within the boundaries of the Province of Manitoba, being located south of the main line of the Canadian Pacific Railway and about 85 miles east of Winnipeg.

The company was organized less than a year ago and have done a great deal of development work. The exhibit of the product of the mine is located on the main floor of the exposition building, and it will be inte[illegible] for visito[illegible] to inspect the display of free milling quartz that has been mined [illegible] the province.

THE PERFECTION CONCRETE COMPANY, LIMITED

(No. 4, Main Floor)

The Perfection Concrete Company, Limited, was established in 1907, with a capital of $20,000 invested, the firm then employing eight men, manufacturi 'oundation blocks, their factory occupying less than one acre. In 1912, with $150,000 invested, they employ over fifty men, manufacturing sewer pipe, hollow tile, foundation blocks, ornamental cast stone and anything in concrete to any detail. The present factory and yards occupy four and a half acres, and business is rapidly extending. Their exhibit is one of unusual interest to builders, contractors and architects.

PORTE & MARKLE, LIMITED

(No. 76, Main Floor)

Encased in mahogany and resting gracefully beside the balustrade leading to the gallery may be found the Porte & Markle jewellery exhibit, clothed tastefully within its walls of bevelled plate in silk, velvet, leather and gold. The most unique feature of this exhibit, and one that savors of European origin, is the display of actual duplicates in crystal and metal of the immense stock of real diamond jewellery carried by this well-known firm of diamond merchants at their palatial jewellery store, 300 and 302 Porage avenue. In not wishing to risk too large a diamond display without proper protection, Messrs. Porte & Markle have merely followed the precedent set by many of the leading art galleries and gem exhibitors of England, France, Germany and Italy in showing duplicates only, and keeping the real gems safely stored away in their burglar-proof vaults.

Pure diamonds at low prices, perfect workmanship, exclusive designs, fair dealings and an absolute guarantee, have been the special features out of which the immense diamond trade of the house of Porte & Markle has been built up. And upon these very same old-fashioned virtues, as they are sometimes called, will the reputation of the house be sustained. Visitors are welcome at all times at the jewellery house of Porte & Markle, 300 and 302 Portage avenue.

PRINCE ALBERT, SASKATCHEWAN

(No. 2, Balcony)

There are 25,000 homesteads in the central Saskatchewan's mixed farming district of which Prince Albert is the supply centre. The terminus of the Hudson Bay Ry. main line is situated here. The La Caile Falls water power development gives the manufacturer sufficient power for all his needs at prices which defy competition. Settlers are wanted to come and buy or homestead the most fertile land in America. Investors are making from 50 to 200 per cent. per annum on their investments. Manufacturers utilize the cheap and abundant power and resources to establish factories.

Prince Albert is destined to become a great centre in Western Canada for distributing warehouses, manufacturers of flour, paper, lubricants, etc.

It is a city of beautiful homes and delightful climate. Walter Gunn is publicity commissioner, and the Prince Albert Board of Trade have an exhibit in the exposition balcony.

RANSOM ENGRAVING COMPANY, LIMITED
(Main Balcony)

An exhibit of rather universal interest is that of the Ransom Engraving Company, in the main gallery. The representative samples of photo-engravings, in half-tone and color, make an excellent showing of quality workmanship. Here are found articles such as linoleums, dress fabrics, carpets, cigars, etc., reproduced in their actual colors. Original and striking advertising designs, prepared in their studios, are attractive in display and exceptionally pleasing in tone and quality. Possibly no other single exhibit exemplifies so well the truth that "the best is none too good for advertising purposes." Quality engravings, artistic announcements and pleasing pictorial subjects, such as produced by the Ransom Engraving Company, never fail to attract and hold the attention of all classes. Pictures tell their tales to one and all, regardless of language or creed. Good pictures sell more goods than poor ones, and interest and draw more profitable attention than cheap ones. This is the true story told to all observers of the Ransom Engraving Company's exhibit.

THE RAT PORTAGE LUMBER COMPANY, LIMITED
(No. 10, Main Floor)

The Rat Portage Lumber Company, manufacturers of lumber, lath, shingles, boxes, box shooks, sash, doors and everything in mill work, have an exhibit in the Exposition Building which, confined to a small place, compel them to illustrate practically only one line of their business, namely, the mill work department. The exhibit consists of examples of quarter-cut oak interior finish, suitable for offices or residences, and also samples of front and interior doors in both soft and hard woods. This company manufacture from the log to the finished product, and have the largest facilities for turning out this class of work in Western Canada. In addition to manufacturing large quantities of stock sash and doors, they make a specialty of mill work to detail, and are in a splendid position for getting out work of this class in the various kinds of woods that are used, no order being too large or too small for their capacity. The company are operating mills, in addition to their Winnipeg sash and door plant, at Kenora, Rainy River and Banning, Ontario, and at Harrison River and Vancouver, B. C. These plants are principally for the purpose of manufacturing lumber, and places them in a position to draw supplies for their factory here, for every kind of lumber that is manufactured in Western Canada. The Winnipeg plant, besides including a complete sash and door factory, consists of a thoroughly modern sawmill, planing mill and box factory, enabling them to work up the products of the different mills to the best advantage.

REGINA, SASKATCHEWAN
(No. 40, Balcony)

Very few cities in the Dominion of Canada can boast of having made such progress within the past few years as can the Queen City of the West—Regina, Saskatchewan.

Visitors to the city in the past two months, who have not been here within two years' time, are astonished at the progress that has been made. Two years ago, where the undulating prairie grasses waved in the breeze, now stand solid rows of business houses, residences and boulevarded streets. Truly, a marvelous change, that denotes the progress of commerce and industry in Western Canada. Saskatchewan is rapidly building up business centres that will vie with any of the cities of Canada or the United States in importance, financially or commercially. The rich

wealthy country surrounding this centre is responsible for much of its rapid growth. It is only beginning to be realized that nowhere on this continent does there exist such a field for opportunities as now lie open in Saskatchewan, with her rich, fertile soil, unexcelled for the product of the staple foods of the world.

From the fact that the country possesses these valuable assets it is to be presumed that huge centres will in course of time be built up, from which the commerce and trade of so vast and wealthy a country will be handled.

Regina, being situated in the very heart of the province, is bound to be the chief centre. This honor has been hers since the first settlers arrived in the province, and all indications point conclusively to the fact that she will continue to be so. Regina has a costly and artistic exhibit in the gallery of the Exposition Building.

RELIANCE INK COMPANY, LIMITED
(Main Balcony Entrance)

In a particularly neat, gold-lettered, white-enamelled wall cabinet, to the right of the entrance of the general office, is the display of the Reliance Ink Company, Limited. Here is shown a complete line of inks for all purposes and of all colors. Samples of writing and copying inks, stamp pad inks, dry inks, etc., are all exhibited. Here, too, is displayed a choice collection of pastes and mucilage for office, photographic and general use. The products of this company are put up in containers varying in size from two ounces to forty gallons. All Reliance packages are most attractive and convenient, and their adoption in your office assures the maximum amount of satisfaction.

RIESS SPECIALTIES
(Under South Stairway)

C. Reiss & Co.'s exhibit consists of the display of a number of vermin destroyers so well known amongst the citizens of Winnipeg. The above firm, who are practically the pioneers in this field on the whole American continent in introducing a special chemical gas in their operations of fumigation, and the testimonials that are displayed in their show case, speak for themselves for the excellent work that it does in exterminating that destroyer of the night's sleep—the bed bug. Their office is 515 Toronto street.

THE ROYAL CROWN SOAPS, LIMITED
(No. 12, Main Floor)

Notably in the lead for attractiveness is the Royal Crown Soap products exhibit. Winnipeg's first soap manufacturers, first also in Western Canada, and today the products exhibited at the exposition are the products of the largest soap concern in Canada, whose home is in Winnipeg on the corner of Main and Henry. The Royal Crown Soap was established twenty-five years ago. The growth and development of this establishment has been marvellous. It now has branches at Calgary and Vancouver. An inspection of the Royal Crown soaps displayed at the Industrial Exposition building, attractively arranged, should impress the fact at once that Royal Crown soaps are good, honest, pure soaps, scientifically manufactured. Besides the laundry soaps, Royal Crown naphtha, electric and flannel, they have displayed preparations for steam laundries, mechanical soaps known as levita, coco-pumice, glycerine and tar soaps. Royal Crown washing powders, liquid and powdered ammonia, Softo (the greatest water softener known), concentrated pure lye, cleanser in cans, Shynol (used for baths, zincs, enamel and tin wares).

The display of toilet soaps shows that quality and variety have been given due place. The celebrated Witch Hazel toilet soap shown is the toilet soap used on all the railways and in the leading hotels in Canada. A notable feature of the Witch Hazel soap is its rich perfume and emolliency, and its softness is admired by all who use this famous soap.

E. W. RUGG COMPANY
(No. 38, Main Floor)

The exhibit of this firm consists of a miscellaneous display of color printing, special three-color process work and booklets and catalogues. Two of the catalogues are of leading hardware firms of Western Canada, and contain about sixteen hundred pages each, the entire work being put up in type and paged before commencing printing. The type for these catalogues were racked in library form, each page occupying a separate compartment, and at a moment's notice any section of the work can be corrected and reprinted. The monthly magazine, Gas Power Age, is also a product of this firm, and a very handsome display is made of its various numbers. The plant of the E. W. Rugg Company is complete in every detail. All the type used in their work is used but once and manufactured on special casting machines. The works of the company may be inspected by anyone interested in modern printing machinery.

SALTCOATS, SASKATCHEWAN
(No. 32, Balcony)

This promising town, with a tributary and local population numbering over one thousand people, is 206 miles from Portage la Prairie. Last year 642,000 bushels of grain were handled. Saltcoats has three elevators, capacity 110,000 bushels; stock yards, flour mill, telephone, two lumber yards, hotel, bank, three general stores, two drug stores, three hardware stores, four farm implement stores, two jewellery stores, newspaper, two livery stables, two meat markets, barber shop, restaurant, two confectioners, harness shop, blacksmith's shop, pool room, photographer, three doctors, tinsmith, shoemaker, two painters, four carpenters, undertaker, baker, and wants a machine shop, lawyer and dentist. The Board of Trade have an exhibit in the balcony of the exposition.

SELKIRK BOARD OF TRADE
(No. 36, Balcony)

One of the most interesting district exhibits in the exposition is that of the suburban district that stretches its way down the Red River Valley north of Winnipeg, centering in the famous old town of Selkirk, twenty miles north of the city. Selkirk is one of the important towns of Manitoba. It is the port of Lake Winnipeg, the seat of the important fishing industry of Manitoba and the northern lakes, shipping seven million pounds of whitefish alone to the markets of the East for export; is the market town of a rich agricultural district, that will grow yearly in importance as the gardening and dairying source of supplies for Winnipeg, and is coming more and more into prominence as a town of suburban homes for Winnipeg business men and their families.

Selkirk is an up-to-date progressive town of 3,000. It owns its own municipal enterprises, electric light and power development, giving equal service and rates as the city of Winnipeg; waterworks, sewers, etc., and has well-paved streets, boulevards and sidewalks.

The display shown by the Board of Trade at the exposition is one of the unique features of the big permanent show. Its outstanding feature is a beautiful and really artistic landscape view of the whole district, shown in panorama effect from Winnipeg to Lake Winnipeg, which occupies a half circle around the booth, which is located in the Boards of Trade balcony. This painting was executed in oils by a well-known New York artist, John Z. Woods, especially for this exposition, and in its effective setting makes more attractive the other district exhibits shown here. Bruce Campbell, secretary of the Selkirk Board of Trade, has a Winnipeg office at 628 Somerset building, where strangers interested in Selkirk and its district are directed.

"THE SHIPWRECK"—By Cardossi

Owned by Porte & Markle, jewellers; loaned to Winnipeg Industrial Exposition

A marble statue of more than usual interest may be seen in the rotunda. This wonderful piece of work was executed by the eminent sculptor Caradossi, considered without a peer in the world to-day in this particular branch of art. "The Shipwreck" was made especially for the international exposition held last year at Turin and Rome, where it was purchased by Mr. George Markle for Porte & Markle, Limited, who are at present the fortunate possessors of this excellent production of the master's chisel. The crowds of admirers daily grouped around the work plainly show the appreciation with which it is received by the people of Winnipeg. Much praise is due Porte & Markle for their enterprise in securing for the West so noted a work of art. The marble used by Caradossi was taken from quarries that for over one thousand years have supplied the world. The frame of this Carrava marble is closely associated with many of the great sculptors of both modern and ancient times —Michael Angelo, Canova, Phidias, Praxiteles and others. The extreme hardness makes it very desirable for statuary. The Italians have used it for centuries, and nowhere on the face of the globe has its equal yet been found. Search the art galleries of the old world if you will; many beautiful objects will meet your gaze, but, ancient or modern, Roman or Greek, French, German or English—nothing will excel this masterpiece by Caradossi, who is at present living in Florence—that beautiful city, which has seen so many of his predecessors struggling for fame and distinction. The perfect poise of the figure, the heavy waving hair, the serene brow, the clear eyes, the full cheek, the sensitive mouth—all show that a supreme master did the work.

SMART BAG COMPANY
(No. 32, Main Floor)

Manufacturers of jute and cotton bags, the Smart Bag Company are prepared to turn out anything that may be required in their particular line. Their exhibit shows different varieties of color work done by the firm on bags. This can be executed in any pattern or color, and special designs can be prepared to suit customers. The factory is at 150 Alexander avenue, and employs a large number of people. Their exhibit on the centre isle on the main floor is well worth seeing, being one of the most imposing in the building.

SOURIS, MANITOBA
(No. 34, Balcony)

Souris is 151 miles south from Winnpieg, on Souris River, which passes through the town, and together with a fine natural park, makes it an excellent summer resort. A by-law has been passed for installation of waterworks and sewerage systems. Last season were handled 251,000 bushels of grain, 346 cattle and 995 hogs. Souris has four

elevators, capacity 180,000 bushels; stock yards, flour mill, telephone, two lumber yards, three hotels, two millinery stores, newspaper, three livery stables, three meat markets, two barber shops, three restaurants, garage, two bakers, three confectioners, two harness shops, two blacksmiths, two pool rooms, photographer, four doctors, dentist, two lawyers, two tinsmiths, two shoemakers, three tailors, two painters, three carpenters, two undertakers, architect, flour and feed store, two furniture stores, machine shop, carriage maker, gas company. Souris wants electric light, a brick plant and a laundry. The Board of Trade are exhibiting in the exposition.

G. F. STEPHENS & COMPANY, LIMITED
(No. 1, Main Floor)

One of the exhibits shown in the exposition is worthy of special attention of Winnipeg people. It is just inside the main entrance, and shows a cosy room finished with Silkstone flat wall colors—that beautiful new wall paint which has so successfully solved the problem of interior wall decoration. Every man and woman contemplating either building or re-decorating will be well repaid by a visit to this booth. Stephens' architectural stains have been used on the woodwork, and prove to the westerner that goods made in the West for the West are as perfect as the latest machinery and honest materials can produce.

G. F. Stephens & Company, Limited, have manufactured paints, stains and varnishes in Winnipeg for over thirty years and met with absolute success, demonstrating by their tremendous growth the popularity of their products.

STOVEL COMPANY, LIMITED
(Main Balcony)

In the printing section of the Industrial Building will be found one of the most unique exhibits possible to display in any country, and one that speaks volumes for Western Canadan enterprise. The exhibit referred to is that made by Stovel Company. It may not be generally known, but it is a fact that in America there are only about a half-dozen establishments executing such a varied class of work as that manufactured in the complete plant of Stovel Company. By examining the exhibits closely you will ascertain that printing, lithographing, engraving, binding, embossing, electrotyping, wax map engraving, etc., are all produced by this firm, and no other concern in Canada attempts such a varied line. It is no wonder that one finds when discussing the products and merits of this company with their representatives that one meets a strong enthusiast, for enthusiasm is one of the strongest forces in the world, and there is not much success without enthusiasm; hence the energy and force displayed by this firm has placed its name and products second to none in the whole Dominion, and in Western Canada it is looked upon as one of our very best manufacturing establishments.

SWAN RIVER VALLEY
(No. 5, Balcony)

Although it is but eight years since the Swan Valley was a land unknown, "a waste heritage," in so far as the white man was concerned, three essentials—fertile soil, factories and good transportation facilities—are today combining to make it a lively competitor for the coveted title, "The Garden Spot of Manitoba." In luxuriance of resources it is unexcelled, and only awaits a fuller combination of capital and labor to transform them into commodities desired the world over.

School houses, banks, churches, post-offices, elevators, hospitals, sawmills, grist mills, railroads and prosperous villages have sprung up like genii from earthern pots, where only last year or the year before the moose, elk, mink, marten and beaver held undisputed sway.

The Board of Trade of Swan River have an exhibit in the balcony of the exposition.

TAGGART ORNAMENTAL IRON WORKS
(No. 49, Main Floor)

The Taggart Ornamental Iron Works, Montcalm street, St. Boniface, manufacturers of iron stairs, elevator enclosures, grille work, cashiers' cages, iron fencing, etc., are exhibiting in the exposition some samples of their work, which are eliciting many favorable comments from those who know high-class ironcraft as distinctive from the village blacksmith variety. It will be a boon to Winnipeg contractors to be able to procure this quality of work at home, where they can keep in daily touch with their orders rather than having to send to a distance and suffer the annoyance of uncertainty and delay. This firm manufactures many articles which it is impossible for them to exhibit at the exposition, and special mention might be made of their portable grain elevator for use in granaries, in the field or at cars. This little machine, weighing approximately five hundred pounds, will elevate 750 bushels of wheat per hour. Get out your pencil, Mr. Farmer, and see how much this would have saved you on last year's crop. By moderate prices, fair dealing and prompt atte. ion to orders this young firm is fast gaining the confidence of their patrons.

G. R. TAYLOR & COMPANY
(No. 38, Balcony)

Since the official opening of the new Industrial Exposition, an exhibit that has attracted the eye of many visitors is that of G. R. Taylor & Company, trunk manufacturers. It shows that Winnipeg has a demand for something better than the ordinary and should be proud that she has a factory capable of turning out such high-class goods. Perhaps the most attractive among the personal trunks are the all-fibre and the fibre-bound. While built for solidity, they are light in weight and display excellent workmanship.

The ladies' hat trunks and skirt trunks are right up to date, nicely fitted for their purpose, and pretty enough to deserve a prominent place anywhere. There is a good showing of commercial trunks, especially made for the different kinds of merchandise. They are well finished and look as if they would cause the railway hands to invent some new method for breaking trunks. The solid leather goods in suit cases, travelling bags, steamer trunks, gentlemen's hat boxes, are all worthy of mention. By placing your orders with this firm you can have your own plans carried out, and if you go abroad you will have a souvenir of Winnipeg that you may well be proud to own, and one that will be ready to accompany you on your next journey. This exhibit is worthy of your closest inspection.

TELEGRAM JOB PRINTERS, LIMITED
(Main Balcony)

This department, which is managed by H. W. Dearman, and is situated at 54-56 Adelaide street, has exhibits of their work in the gallery behind the City Power and Light exhibit. Among the several samples of fine letterpress productions are banquet, menu cards, wine lists, etc., in one to three colors.

Another case shows booklets, reports, catalogues, prospectuses, etc., printed by this firm, all of first-class style and workmanship.

TORONTO TYPE FOUNDRY COMPANY

(No. 17, Balcony)

To those interested in newspaper production or supplies, the exhibit of the Toronto Type Foundry Company is one that immediately attracts attention. The "ready-print" feature touches upon a branch of publishing upon which the general public are but slightly informed. The Toronto Type Foundry Company prints 263 ready-prints for weekly papers throughout the territory from Port Arthur to the Pacific Coast. The value of the ready-print feature is that in the smaller centres a larger paper can be issued. The Toronto Type Foundry Company print one side and send the sheets out half blank and half printed, while the publisher at rural points prints the local news for his centre on the blank half. The printer's roller display is another feature of this exhibit. The company operates in Winnipeg the largest in Canada "Gattling Gun Process" plant for the manufacture of printers' rollers. These rollers are adapted for all seasons, and are an absolute necessity for ink distribution on presses. There are rollers for presses of all sizes and all makes, and the process is the best yet discovered. The exhibit is an indication of an important industry for the city and the West.

TOWN PLANNING COMMISSION

(No. 2, Main Floor)

The Town Planning Commission is gathering together a collection of plans, photographs and data illustrating the town planning movement and housing reforms of the world. The whole of this material is available for public use. A comfortable reading room is provided, and those in charge of the office will be willing to do everything in their power to explain the work of this commission and others of a similar nature.

TRIPLE TREAD MANUFACTURING COMPANY, LIMITED

(No. 56, Main Floor)

"I did not know that automobile tires were manufactured in Winnipeg," is a remark frequently made by a great majority of the visitors to the exposition, when they see the exhibit of the Triple Tread Manufacturing Company, Limited. One glance at the tire exhibited by this company will be sufficient to convince any automobile user that this is just the tire that motorists of Western Canada have been wanting for many years. To sum up briefly, the triple tread tire is an old or new casing used as a foundation, covered entirely with tough, wear-resisting, waterproof, French chrome leather, into which has been studded case-hardened steel studs. This cover is securely vulcanized to the casing and thus becomes part of the tire. Where the greatest wear comes there are three thicknesses of leather, reducing the possibility of a blow-out to a minimum. The steel studs render it skid-proof, doing away with the use of chains, for the reason that the studded tread affords more traction than a chain. Last season the work of the company was confined to the retreading of old casings. This year they have put on the market a new tire, known as the "Triple Tread Tire," which has already become a great favorite with motorists throughout the whole Dominion of Canada. Anyone desiring further information can obtain it at the company's offices, 52 Gertie street, Winnipeg.

WESTERN CANADA FLOUR MILLS COMPANY, LIMITED
(No. 2, Main Floor)

One of the most attractive displays is that made by the Western Canada Flour Mills Company, Limited, millers of Purity flour, famous throughout Canada for "more bread and better bread."

Their booth occupies a position immediately adjoining the main entrance, and the artistic manner in which it is designed is deserving of high commendation. Here are displayed the various sizes in which Purity flour is put up, as well as exhibits of their other food products, namely, Puro, a self-rising mixture for pancakes, gems and waffles, and Purity food, a delightful whole wheat product for breakfasts and desserts. It is the intention of the company to change their display from time to time during the life of their contract with the Industrial Exposition, and in that manner keep it as interesting and attractive as possible for their many friends, both in the city and in the country. The mill of the company, which is the largest and most up-to-date milling plant in Western Canada, is located at St. Boniface, and any visitors to the Industrial Exposition building who would like to visit it, can secure the necessary passports by calling on the general office of the company, located on the top floor of the Great West Life building on Lombard street.

WESTERN HOME PUBLISHING COMPANY
(Main Balcony)

Upstairs, the attractive display of the Western Home Publishing Company, publishers of the Western Home Monthly, is a typical instance of Western progress, and many people will find it difficult to realize that Winnipeg is already capable of printing a magazine which compares favorably with those published in the large metropoltan centres. The Western Home Monthly is typically Western in every one of its 96 pages, and in this exhibit many score square feet of space are covered with copies of this popular periodical; and as twenty or thirty different issued are displayed, the effect of the various colored covers is most picturesque.

THE WESTERN STEEL AND IRON COMPANY, LIMITED
(No. 53, Main Floor)

The Western Steel and Iron Company, Limited, are manufacturers of architectural iron work and bronze and various specialties of a mechanical nature, and their exhibit shows examples of bronze in different finishes, architectural iron work and ornamental wrought iron. Among the specialties shown is their well-known anti-flooding drain valve, which effectually prevents the back-flooding of any sewer system and acts as positive insurance on the contents in the basements of buildings where this condition is liable to occur. They also show a model of their Cuddy patent steering device, which has had a remarkable sale throughout Western Canada. It is the only device on a commercial basis which will effectually steer or guide an engine through the agency of the last furrow cut. The device can be attached without difficulty and without any mechanical knowledge to the following engines, Fairbanks-Morse, International Harvester, Rumely Engine Company, Hart-Parr, Flour City, Avery. They also show the Toye patent joist anchor, endorsed by all parties connected with the building trades. By means of the use of this anchor floors can burn out and fall without wrecking the existing brickwork. It therefore safeguards life and property during conflagrations or through any serious failure of floors, due to over-loading.

WILLSON STATIONERY COMPANY
(Main Balcony)

The Willson Stationery Company is the only office and legal supply house in Western Canada operating their own manufacturing plant. Their specialties are, loose leaf devices, blank books, bank supplies, and commercial printing. This department is under the supervision and executed by experienced employees in this line. They are exhibiting samples of bank pass books and specially printed index cards. Their exhibits will be changed from time to time, showing specimens of other lines of their products.

WILSON ENGRAVING COMPANY
(Main Balcony)

Good engraving and embossing make a splendid subject for exhibition, and this firm have some really excellent work on show in a case in the gallery near the entrance to the Town Planning Commission rooms. This consists of letter heads, cards, crests and monograms beautifully embossed and some fine engraving work in the form of cheques, invitations and calling cards, etc. A plate with engraving is also exhibited, showing how this fine work is done.

THE WINNIPEG CABINET FACTORY
(No. 40, Main Floor)

This enterprising firm's record forms a splendid example of what can be done by skilled workmanship and industry in the manufacturing line in Winnipeg. Starting two years ago in a small shop on Nena street, the Winnipeg Cabinet Company have now a large factory operating at 1143 Notre Dame avenue, employing some thirty men. They make all kinds of special furniture, and their work may be seen in many of the best houses in Winnipeg, notably Allan, Lang, Killam & McKay's office, Dingwall and Birks' jewellery stores and the McLaren and Vendome Hotel bars. They also make bank fittings and show cases, and are exhibiting some of their work in the exposition. In this exhibit, worthy of special note is a specially designed buffet. The contents of their exhibit will be changed from time to time, showing other lines of their manufacture, which is all of the very best workmanship.

WINNIPEG CEILING AND ROOFING COMPANY
(No. 18, Main Floor)

The Winnipeg Ceiling and Roofing Company are the only manufacturers in the West of metallic ceilings and walls in hundreds of artistic designs, sidings, shingles, conductor pipes, eave trough, etc. They also are the largest manufacturers of corrugated iron, corrugated culverts, grain tanks, metal windows and doors, etc. This concern is now the largest, with one exception, in Canada in its line, having a paid-up cash capital of $325,000, with W. J. McMartin, president and manager. By supplying high-class material at a reasonable price and prompt service, it has grown very rapidly. The small space occupied by its exhibit does not permit of showing more than a small portion of the goods it manufactures. Visitors, especially hardware dealers and contractors, are cordially invited to inspect its large factory and warehouses at St. Boniface.

The peculiar problem of a growing community is the necessity of putting up buildings to suit the variety of conditions that are met in new countries. The desire to meet the unique conditions of Western Canada, with its rapidly developing metropolitan cities requiring fireproof constructions, its progressive towns requiring

cheap, easily erected and durable materials that provide a measure of fireproofing, and its agricultural community with other problems, is well illustrated in the exhibit of the Winnipeg Ceiling and Roofing Company, situated in the main aisle leading to the office of the bureau. Here may be seen the material for the mammoth skyscraper of the city, the modest building of the town and the barn or other building of the progressive farmer as it is made in Winnipeg to siut the peculiar conditions of the country in a way that only those who are closely in touch with them can hope to approach. A visit to this interesting exhibit will prove both instructive and profitable.

WINNIPEG GARDEN CLUB
(No. 42, Main Floor)

The Winnipeg Garden Club has been organized for the purpose of stimulating the cultivation of gardens in the city of Winnipeg, and more especially the beautifying of vacant lots by converting them into gardens with a frontage of flowers next to the road. The secretary has an office in the Industrial Building, and is always pleased to give advice and any information required.

WINNIPEG INDUSTRIAL BUREAU

At the east end of the Water street aisle, up a short flight of steps, are the general offices, public and private, of the Winnipeg Industrial Bureau, in charge of Chas. F. Roland, industrial commissioner for the city of Winnipeg. This is the office of enquiry and management for the whole building, but this forms but a small part of the bureau's activities, which are yearly increasing in number and importance. Starting in a small way five years ago to centralize effort in promoting the general interests of the community, the bureau has now over 800 members; with elected representatives from every civic, commercial, professional and educational body of importance in the city and a board of forty-nine prominent citizens on the executive council. Through this agency the whole civilized world is learning of Winnipeg and the opportunities offered here to capitalists and manufacturers; and valuable information and statistics are compiled and furnished free, on request, on the prospects in any line of general activity. Over the general offices are the handsome board room and the committee room, where the executive board and nine standing committees, carrying on the bureau's work, meet frequently. The Home Re-Union Association, trade expansion, technical education for boys and men, the securing of conventions for Winnipeg, etc., may be mentioned as examples of some of the special work undertaken by the bureau's officials and directorate.

THE WINNIPEG PAINT AND GLASS COMPANY, LIMITED
(No. 21, Main Floor)

The exhibit of the Winnipeg Paint and Glass Company deserves special note, being supplied and erected by this firm entirely of goods manufactured and stocked by them, and showing an excellent interior finish for the home—a work to admire and point with pride to, as a Winnipeg industry—specialists in mill work and interior finish of all kinds. The south wall shows a wall decorated and finished with Bas-Ka-No dyed burlap in panelled effect of plain oak, an attractively designed mantel and complete fireplace set in position, with bookcases on either side, a Korelock oak veneer door set in the wall and trimmed with Russian hardware, the whole effect being carried out on all three sides of this exhibit and finished in the latest light

(almost natural) effect and wax finish. The floor is of oak, filled and stained a light color and finished with P. & L. 61 floor varnish. The open side of the exhibit next to the aisle is finished with a real rail and gate, finished in mahogany and vitralite white enamel finish. The mantel is fitted out completely with grate and irons, fenders and accessories, of which they make a specialty, the latest finish being shown on these accessories, that is, oxidized silver. The ceiling is finished with Calcimo and panelled, in the centre of which is set a bevelled, silvered, mitre-cut reflector. From this is suspended a brilliant chandelier, and in the window on the east wall is shown an art-glass transom of unique design, being four main panels, showing the coat-of-arms of the Western Provinces and relieved with decorative panel effect, all being executed by the art glass department of this firm, and being work of which this firm has the only complete plant in Western Canada. All mirrors, signs, glass signs, etc., used throughout this exhibit are also manufactured by this departemnt.

On the north wall is [illegible] ished with Martin-Senour Neu-Tone flat wall paint an[illegible] below. Two of their other designs in showcases a[illegible] one being a very handsome all-plate glass case w[illegible] anufacturing interests of the firm. The paint[illegible] weases in the exhibit to display their line [illegible] paint. Senour's floor paint and sundries [illegible] and sold exclusivel[illegible] The centre [illegible] is especially attrac[illegible] the trademar[illegible] "Every drop 100% [illegible] paint and a com[illegible] line of sundries are [illegible] throughout is a credit to a Winnipeg conce[illegible] me to show "everything for a building," as ac[illegible] r to builders' hardware and finish of the highes[illegible] nd estimates on any work or material will be furnishe[illegible], 6t Keewayden building, Portage avenue east.

THE WINNIPEG TANNING [illegible], LIMITED
(No. 6, Balco[illegible])

Starting operations in Winnipeg in 1910, [illegible] g Tanning Company, Limited, have already established a good name and [illegible] in Winnipeg and the West in their line. They manufacture all styles of ha[illegible] nes, raw hides and lace leather, for which there is a steady demand in [illegible] A very complete exhibit of their manufactured goods may be seen in th[illegible], consisting of chrome and raw hide halters, shanks, hobbles, whiplashes, [illegible], etc. Their factory is at 382 Nairn avenue, and they are anxious to rec[illegible] es regarding their work, which they believe equals the best and insures sav[illegible] user.

YORKTON, SASKATCHEWAN
(No. 12, Balcony)

If you study the conditions of this part of Western Canada as to the amount of rain fall, you will discover that this is greater in the northern portion of these provinces than in the southern portion. Therefore, Yorkton has been aptly styled "the grain centre and the rain centre of Western Canada." As might be expected, the C.P.R. and other railroads have charters leading to and from this commercial centre. The Canadian Northern Railway have secured two charters, one leading from the capital to the Hudson Bay, and another leading east and west,

which will ultimately be their Winnipeg-Calgary main line. Yorkton, therefore, enjoys the distinction of being the only centre in Western Canada through which two transcontinental railroads are building to the Hudson Bay, the future outlet of Western Canada to the markets of the world. Yorkton wants a factory, pork packing plant, abattoir, strawboard factory, tannery, boot and shoe factory, broom factory, automobile assembling plant, twine factory; skilled laborers—(1) masons, brick-stone, (2) carpenters, (3) painters, (4) decorators; domestic help, mills of various kinds; farm machinery; (2) woollen mill; (3) paper mills, and wholesale businesses of all kinds.

G. H. Bradbrook is secretary of the Board of Trade, which has an exhibit in the balcony.

Special [illegible] [illegible]pared and mailed free of charge on the manufa[illegible]bilities of any line of industry by addressing

CHAS. F. ROLAND, Commissioner,
[illegible]peg Industrial Bureau, Winnipeg, Manitoba.

Summer Foliage in Winnipeg.—So far from being barren of shady trees, the streets in and about Winnipeg are prolific of trees and shrubs. Many of these are natural, but forestry and landscape gardening have produced striking and beautiful results along Winnipeg's fine parks, boulevards and estates.

Winnipeg's Annual Exhibition, held every year in July, is the great holiday event of the West. It is here manufacturers get in touch with the great purchasing element. Thousands of the finest show animals are exhibited, and from the grand stand shown above may be seen some of the fastest race meets in America, and many interesting and attractive features.